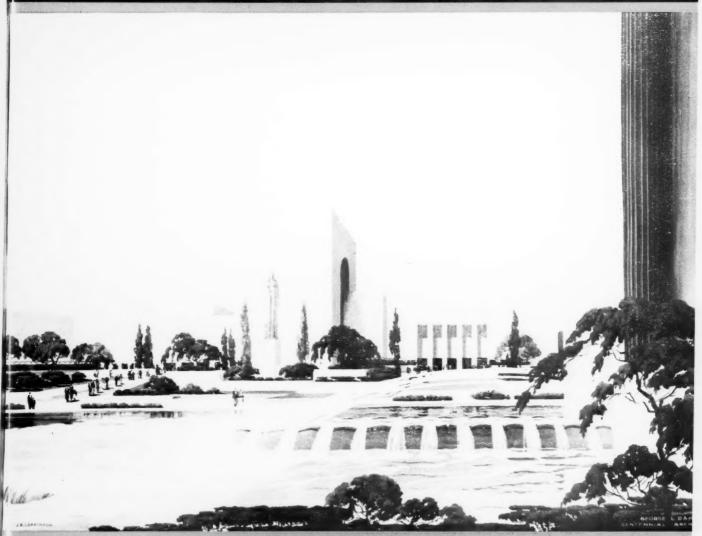
Southwest

OCTOBER 1 9 3 5



BUSINESS

OFFICIAL TEXAS CENTENNIAL EXPOSITION MAGAZINE



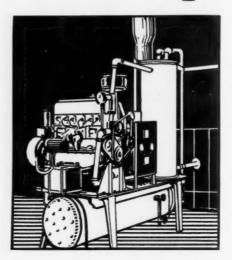
PETROLEUM PRODUCTS BUILDING AT CENTENNIAL (SEE PAGE 10)

Business Review and Outlook in the Southwest . . . Business Centers of the Southwest . . . East Texas Rose Festival . . . Big Petroleum Exposition During Centennial . . . Dallas Business . . . More Conventions Secured

From running a hotel,



to running a home-made ammonia compressor,



Dallas uses its natural gas

Please call on our engineers for information and advice. (Telephone 7-9411.) They will work to improve the installations you have, or advise you about new ones. They have helped dozens of customers, for instance, to put in

home-made power units for small loads, using a second-hand automobile engine (costing as low as \$25.00), equipped with a mixing valve, and hooked up to a gas line. It makes a simple, thrifty little power unit.

The Dallas Gas Company



PUBLISHED IN THE INTEREST OF THE BUSINESS, INDUSTRIAL AND CIVIC LIFE OF THE SOUTHWEST

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TEXAS BEAUTIES HELP PROMOTE CENTENNIAL



MISS NINETTE MAXWELL EXTENDS TO THE WORLD A WELCOME TO THE TEXAS CENTENNIAL



Speaking of your Family



Who will help them take care of that which you leave them? Will it be quickly dissipated, or will it be carefully handled and preserved?

Why not consider the advisability of naming this experienced bank as your Executor and Trustee? Many prudent men are doing just that . . . in Wills that have been carefully thought out, and properly drawn by their attorneys.

So much protection can be given loved ones by a well-managed estate plan. If you are interested, any of our trust officers will gladly discuss your desires, and your plans, with you at your convenience and without obligation.

FIRST NATIONAL BANK



Business Opportunities

Automatic Products Company, 121 North Broadway St., Milwaukee, Wisc., wants sales representation for a line of refrigeration, air conditioning and water controls.

Van Duyne-Moran Fixtures, Inc., 47 West Water St., St. Paul, Minn., want a jobber or distributor to handle their line of bar, restaurant and store fixtures.

Los Angeles Sales Co., 500 Lissner Bldg., Los Angeles, Calif., manufacturers' agents, are open for lines of manufactured goods of merit to be sold on a commission basis in the Western States.

Western Specialty Company, 518 West Garfield Ave., Glendale, Calif., wants sales representation for a steam sterilizer for drinking glasses.

Ventilouvre Co., Inc., Marietta, Ohio, wants some one handling building equipment lines to sell its line of metal ventilators for use in doors, walls, partitions and windows.

S. S. Rand, 43 Leonard St., New York, N. Y., handling remnant specialties and mill ends, wants to establish contact with a sales agent calling on piece goods buyers for chain and department stores.

Jones Superior Machine Co., 1258 W. North Ave., Chicago, Ill., makes a line of cut-out letters for display purposes and wants a sales agent for this district.

Imperial Furniture Company, Statesville, N. C., wants a salesman for Texas to work on commission.

Davison Combustion Company, 2939 Smallman St., Pittsburgh, Pa., wants a dealer or agent to handle its line of gas burners for domestic and industrial heating.

S. H. Couch Company, Inc., North Quincy, Mass., making a line of telephone and signaling apparatus, is open for sales representation in the Southwest.

Crest Products Company, 14000 Sussex Ave., Detroit, Mich., making a line of floor wax, insecticides and deoderants, wants sales representation in Dallas for the Southwest.

The Monterrey Chamber of Commerce, Monterrey, Mexico, writes that one of its members, Jose Mendirichaga, a leading business man of that city, is interested in representing Dallas manufacturers in Mexico. His address is P. O. Box 15, Monterrey, N. L., Mexico.

EDITORIAL . . .

First Complete Oil Show

The oil industry will have the first complete show in its history at the Texas Centennial Exposition in Dallas next year. One of the largest and handsomest buildings on the grounds has been set aside for that purpose, and ample outside space will be available for exhibits too large to be placed inside the building. A drawing of the building is shown on the front cover.

Oil shows in the past have consisted mainly of commercial exhibits of equipment, participated in only by the equipment manufacturers, interesting only to buyers and users of that equipment. In the Centennial show producers, refiners, marketers and manufacturers of equipment will all combine to present a complete picture of the history, development and present importance of the industry. It will be highly educational in nature and will attract the attention of every one of the ten million visitors expected. Many persons coming from States where petroleum is not produced will see their first well in action, as the method of drilling and bringing in a producer will be one of the features of the exhibit.

It is highly fitting that the whole of the industry should join in this contribution to the Texas Centennial Exposition. Texas means more to the industry than any two States. Texas now has nearly 63,000 producing wells that provide, even under strict proration, nearly half the oil produced in the United States.

A better location for the exhibit could not have been selected. The four Southwestern States of Texas, Oklahoma, Arkansas and Louisiana produce more than sixty-five per cent of the Nation's oil. Dallas is at almost the exact geographic center of this region, accessible overnight from every important producing area. From a commercial point of view, manufacturers of equipment could not select a location that would be more accessible to the great majority of their customers. Producers, refiners and marketers will have an audience of ten million consumers who, because Texas is the greatest oil-producing region in the world, will expect to see a petroleum exposition of a magniture never before assembled.

Rim Trek Reversed

Changed economic conditions have apparently reversed the "rim trek" economists were talking about a few years ago, meaning the trend of population from the interior to the coast lines. Hendrik Willem van Loon, in a recent national broadcast, went so far as to predict that within two hundred years New York City will have dwindled in importance to the present size of Salem, Mass. His prediction is based on the fact that New York was largely built by immigration and shipping and that both are of the past.

-0-

Millions in our seaport cities have gained a livelihood in the past from shipping. Unless our foreign trade can be restored to something like its former volume, these millions must seek other means of making a living. Most of our industries in the port cities are there because of convenience and economy in serving foreign markets. They are penalized in serving purely domestic markets because they must ship a maximum distance, being situated at the rim. If they cannot regain their foreign markets, they must move inland to more advantageous locations from which to serve home markets.

It is but natural then that there should even now be a well-defined trend from the rim to the interior. And if present conditions long continue that trend will become more pronounced. Unquestionably the growth of port cities has been definitely checked and interior cities strategically located for serving well-defined domestic markets are gaining at their expense.

Trends in Consumer Spending

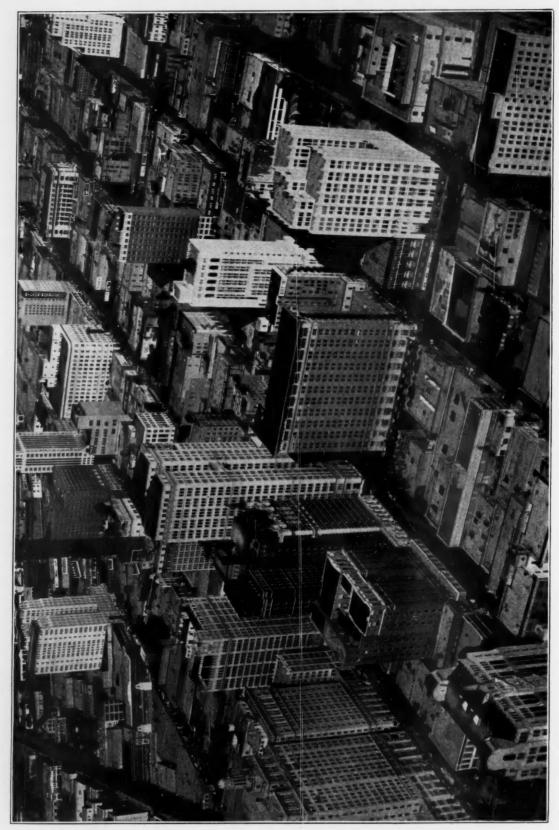
Imagine that 100 typical adult Americans of today have been assembled before you. Twenty-five of them have only enough money for bare necessities; another 25 save everything that remains after paying for necessities; 32 save moderately and spend the rest; 10 save a little and spend the rest; eight spend all of their income quite deliberately, feeling that they have been taught by the crash that they might as well have a good time while they have the money. This is America today.

Sixty-three per cent have changed during the last five years in their attitude toward saving. Forty-eight per cent of those who have changed their attitude have become more reckless, saying "spend it when you have it," and 52 per cent say, "The depression taught me a lesson. I'm going to save against the next rainy day."

Those who have a surplus and who believe in spending at least part of it favor these luxuries, in order: Better homes (including all types of furniture and house furnishings), more recreation, clothes, travel, automobiles, more education.

These are some of the striking conclusions to be drawn from a survey made late in August among nearly 700 typical American heads of families by the Market Research Corporation of America for "Sales Management." The survey is a cross-section of the country, barring farm homes only. Samples were taken from all sections, all classes, all age groups, all sizes of cities.

The survey develops much interesting information of value to marketing executives. Full details of the study may be found in the September 15 issue of "Sales Management."



The Southwest's leading city prepares to entertain ten million visitors to the Texas Centennial Exposition in 1936.

Southwest · · ·

Business Review and Outlook in the Southwest

OOLING breezes from the North the first week in September gave the Southwest a touch of autumn weather that sent consumers throughout the district into retail stores to start their fall buying. As a result, retailers are enjoying their best season since 1929. Many who had not already done so hastened to market to replenish their stocks. Dallas, fifth largest wholesale drygoods and apparel market in the Nation, is enjoying its best fall season in five years, with every indication that the unusual demand will continue throughout the remaining months of 1935.

Wholesalers, manufacturers and retailers uniformly report that the demand is for the better grades of merchandise. Quality goods are turning fast, with most buyers seeking quality rather than price. Many executives expect the holiday season to set a new record for sales volume, thus bringing to a happy close a year of business that has been, for the most part, constantly on the upgrade and highly gratifying throughout.

Agricultural conditions continue favorable. Harvesting of cotton is in full swing. Farmers in the Southwest have had their best year since 1930, and their increased buying power is reflected in all lines of merchandise, particularly in clothing, household equipment, automobiles and agricultural machinery.

Building continues upward. Reports from many towns in the district show vacant business buildings being rapidly taken up, and in nearly all communities there is a shortage of housing, with residential building rapidly increasing. Building permit figures continue to gain; and a recent survey by Holland's Magazine shows that there is proportionately more building in the country districts than in urban centers, construction activity not reflected in building permit totals as they cover only the corporate limits of cities.

Banking figures each week throughout the Southwest are showing substantial increases over the previous week and the corresponding week last year, offering further proof of the sustained march of business activity back to normal conditions. On the whole there is an air of confidence and optimism everywhere that is immediately noticed by visitors from other sections of the country where conditions are less favorable.

Federal Reserve Summary

Following is a summary of conditions in the Eleventh Federal Reserve District, issued by the Federal Reserve Bank of Dallas.

A betterment in the condition of agriculture and livestock industries and a broadening demand for merchandise in wholesale and retail channels were constructive developments in the Eleventh District during the past thirty days. Sales of department stores in principal cities showed less than the usual seasonal decline, and the gain of fifteen per cent as compared with a year ago was the largest similar increase reported during the current year.

Distribution of merchandise at whole-sale was also in large volume for this season. Sales in most lines reflected a greater than seasonal expansion, and the volume of business was substantially larger than a year ago. Trade reports indicate that the growing optimism occasioned in part by the favorable agricultural prospects is being reflected in the heavier forward orders being placed by retailers in some lines and the expanding volume of consumer buying. Payments on accounts at wholesale and retail establishments were well in line with those of the previous month,

The position of agriculture was strengthened by favorable weather conditions, which were conducive to larger yields of most crops. On the basis of the report of the Department of Agriculture, the production of feed crops in this district will be the largest in several years,

and farmers generally will have ample supplies to meet next year's requirements. The indicated yields of most minor crops are also considerably larger than a year ago. The cotton crop has made good progress and the report of the Department of Agriculture forecasts a substantial increase in the per acre and total productions. The most serious deterrent to the crop is the heavy infestation by boll weevils and other insects. In some sections weather conditions have been conducive to their propagation and have counteracted efforts to control them. Except in limited areas where moisture is still deficient, ranges are in good condition and livestock generally are improving.

The loans and investments of member banks in selected cities reflected an expansion substantially larger than a year ago. The daily average of combined net demand and time deposits amounted to \$812,870,000, which was \$10,357,000 larger than in the previous month, and \$93,-847,000 in excess of the average in the same month last year. While member bank borrowings at the Federal Reserve Bank increased during the month, the volume of these loans continued small. Federal reserve notes in actual circulalation totaled \$61.044.000 on August 15. as compared with \$53,643,000 on July 15, and \$42,121,000 on the same date last vear.

Wholesale Trade

Favorable comparisons with both the previous month and the same month last vear were shown in the combined sales of reporting wholesale firms in this district. Only one line reported a less favorable comparison than is usual at this season, and with one exception all lines reflected a better comparison with the same month last year. Increases as compared with last year ranged from 1.0 per cent in the case of dry goods to 111.9 per cent in the case of farm implements. The favorable agricultural outlook has stimulated buying in most lines and has created a more optimistic sentiment in trade circles. A larger volume of collections than in the previous month were reported in the case of all lines except hardware.

A somewhat larger than seasonal improvement was reflected in the demand for dry goods at wholesale, total sales

Continued on Page 18



Scenes at East Texas Rose Festival.

East Texas Rose Festival Attracts Wide Interest

ID you ever see a million roses in a single garden?" A writer for a national magazine asked the question not long ago, then explained where the skeptical might find such a garden—in the vast East Texas nursery area centering about Tyler.

The area within a radius of about fifteen miles of Tyler, known as the "Rose Garden of America," produces approximately seven million rose bushes annually. This is more than a third of the Nation's consumption.

To call attention of the world to this productive garden spot, Tyler is making preparations for its third annual East Texas Rose Festival, which will be held on October 3, 4, 5 and 6 of this year. Last year the festival which is fast assuming national proportions, drew an attendance from thirty-five states. This year, with an expanded program of activities, the attendance is expected to be even greater.

Hundred Rose Nurseries

Literally millions of rose blossoms will adorn the streets and show windows during the festival. Rose festoons, rose clusters and hundreds of thousands of individual blossoms will be in evidence By R. M. HAYES, Secretary-Manager, East Texas Rose Festival Association

during the four-day event. While the mammoth floral parade is in progress there will be a shower of rose petals dropped from an airplane.

More than a hundred rose nurseries in the Tyler area will furnish the blossoms for the festival. These nurseries have approximately 1,500 acres under cultivation. It is estimated that their potential yield annually would be sufficient to furnish a rose bud to every man, woman and child in America and still have enough left over to pin a bud on the coat lapel of every Frenchman under the sun.

The tentative program for the Festival lists a wide variety of entertainment features including a mammoth floral parade, coronation of the East Texas Rose Queen, an intersectional football game between Pop Warner's Temple University Owls and Texas A. and M. College, daily tours of the Tyler nursery area, and an illustrated lecture on rose culture by Dr. J. Horace McFarland, editor of the American Rose Annual.

The program will open with the registration of visitors Thursday morning October 3. A luncheon is scheduled for Thursday noon with the coronation cermonial Thursday evening.

The floral parade will start at 11 o'clock Friday morning, October 4. Friday noon there will be a luncheon for distinguished visitors and Friday night, Dr. McFarland will give his lecture in the ballroom of the Blackstone Hotel. A ball and reception in honor of the rose queen will close Friday's activities.

The Temple University-Texas A. and M. football game will start at 2:30 o'clock Saturday afternoon. A horse show is scheduled for Saturday night.

Bishop Clinton S. Quin of the diocese of Texas, Protestant Episcopal Church, will be the principal speaker at the open air meeting and sacred concert Sunday afternoon. There will be special services at all of the Tyler churches.

New Texas Centennial Rose

The Festival this year will be given a decided historical touch through the introduction of the new Texas Centennial rose which will be on display with five hundred other varieties grown in this area. The Texas Centennial rose was developed in commemoration of the hundredth anniversary of Texas,

Though it is being placed on the market for the first time this year, the Texas Centennial is today one of the Nation's most publicized roses and bids fair to become the most popular. It is a sport of the President Hoover and is brick red in color

The new rose traces its origin back to October, 1932, when its originator, A. F. Watkins, discovered a blossom entirely different from the Hoover Rose plant on which it was growing. From this one twig Mr. Watkins, through a process of careful selection, produced an entirely new variety with the identical habits of growth and foliage of the parent Hoover rose but with an entirely different coloring.

It was named the "Texas Centennial" out of respect for the Watkins family connection with Texas history for more than 100 years and as the developer's contribution to the anniversary of Texas. Mr. Watkins is the great-grandson of Jesse Watkins, who came to Texas in 1833 and figured largely in the history of the Republic of Texas. Jesse Watkins was used by President Sam Houston in skillful diplomatic work with the Indians.

Industry Seventy-Five Years Old

The nursery business had its beginning in this area nearly seventy-five years ago, and today ranks as one of the oldest industries in the State. Among the pioneer nurserymen were the McKees and the Shamburgers, whose descendants are now listed among the more successful rose growers of East Texas.

Shortly after the Civil War nurserymen were attracted to Smith County and the adjoining counties by the excellence of the soil and climate. These early nurserymen devoted their efforts almost exclusively to fruit stocks and developed

Continued on Page 18

Rural Resettlement Work Directed From Dallas

Rural Resettlement Administration of Texas were moved to Dallas from Austin on September 15, bringing a personnel of 300, which with their families totaled approximately 1,000 persons. The offices were installed on two floors in the Fidelity Building. C. A. Wiley is State director, V. R. Smitham, general manager; W. B. Orr and C. T. Watson, assistant managers, and W. M. Burks, supervisor of works projects. The estimated payroll of the office is \$40,000 per month.

To provide suitable housing for the new families, real estate firms in the city pooled their listings, used their influence with property owners to prevent any raising of rents, and the utilities co-operated by giving quick service on water, lights and gas without the usual routine applications having to be filed and await their turn for service.

Purpose of Resettlement Work

Through the Rural Resettiement Division, the Resettlement Administration advances funds to farm families for the purchase or lease of land, livestock, equipment and subsistence goods. Such loans are ordinarily secured by mortgages on real property or crops, and are repayable within a reasonable period. The program has two main phases: Rehabilitation, the temporary phase; resettlement, the permanent phase.

Rehabilitation was inherited from FERA, which had taken 290,000 families under care during the year ending July 1, 1935. These families had been taken from direct relief and helped to become in part at least self-supporting. A farm and home program had been laid out for each family. Agricultural extension workers have now assumed joint responsibility with the Rural Resettlement Division for planning and supervising this program, which is being continued as the temporary phase of the Resettlement Administration activities.

Resettlement deals with the following

1. Farmers living on lands which cannot be cultivated to the advantage of the farm family or the Nation. (A preliminary survey by the National Resources Board indicates that about 450,000 farms, including seventy-five million acres of land, should be devoted to uses other than arable farming in order that both the natural and the human resources of the Nation may be conserved.)

2. Those among our two and one-half million tenant farmers who are capable of rehabilitation.

3. Young married couples with farm experience.

4. The more capable and industrious of the "rehabilitation" families.

To Correct Errors of Past

The purpose of resettlement is not only to help the farmer himself but to help the Nation as a whole by stabilizing that segment of the Nation's population which has been shifting back and forth between country and city—comprising in times of depression a large percentage of the total of unemployed.

A good many rehabilitation and resettlement families will be placed on individual tracts. However, a number of group settlements have also been planned, a few completed and occupied, and others are under construction. Projects begun under FERA and the Department of Interior have been turned over to Resettlement Administration.

It is the heart of the resettlement program to rectify many of the mistakes made during this Nation's great, unguided rush for farm lands. Thousands of families are now living in what were not disadvantageous locations at the time they were settled, but the economic scene has so shifted since the day of their settlement that these areas are no longer capable of providing a satisfactory living

An illustration of this type of thing is to be found in the Appalachian and Ozark Mountains. At the time the first settlers entered these mountains, there were natural resources there, upon which the pioneers lived, but which are no longer in existence. In the first place, these pioneers were not farmers in the sense that we think of farmers today. They were largely hunters and trappers and survived on the basis of plentiful game and fish. Shortly after they settled in the mountains, the lumber industry began, and for a generation, and in some cases two or three generations, they made quite a decent living, working in the woods and in the lumber mills. In a great many places there were coal mines, zinc mines, copper mines, and other mineral resources.

To Help Tenant Farmers

Now the game is gone, the timber is largely exhausted, the iron, coal, lead, and zinc mines are in some places closed. The result is that the population which moved in to do certain tasks, or to exploit certain natural resources, is now left stranded because the resources are gone. The people of this group constitute one type of American farm families that will be served in the resettlement program. During the past year, approximately eleven and one-half million acres of this so-called submarginal land has

been optioned by the Federal Government, with the purpose of converting this land once again to its highest uses and then assisting the population to move into better orientation with other natural resources.

The second type of farm family which furnishes candidates for resettlement is the farm-tenant class. At least ten per cent of these tenant families are potential candidates for resettlement. They are, in a great many cases, among the best farmers of the Nation, but they have been caught in an economic arrangement from which they cannot extricate themselves without assistance. The Resettlement Administration should create opportunities for independence and security for the best of these tenant families

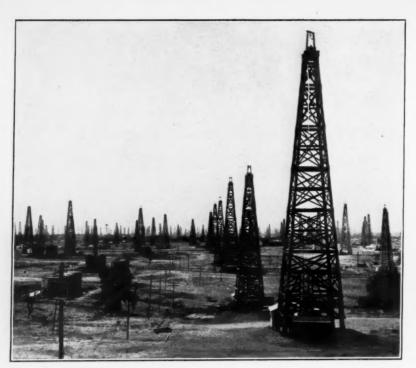
The third type of client, young couples just starting out in life, had they lived three generations ago, would have moved westward. Had they been born one generation earlier, they would probably have moved to the city with the great tide that was flowing in our industrial expansion. Now they find themselves a stranded couple, out of time, with practically no alternative except to start as hired servants or tenants, or, in many cases, with even this door of opportunity closed. It is proposed to create a new type of frontier into which these young married farm couples can go. It will not be a new geographic frontier, but it will be a frontier of farm independence, made possible by the fact that the Resettlement Administration while moving families off submarginal land and assisting farm-tenant families, or graduating them into ownership, has not overlooked the young couples who are also seeking to be farmers and who have every right to find their opportunity in that field.

Rehabilitation families constitute the fourth class from which to select resettlement families. These are now farming under the guidance of the Resettlement Administration. Many of them are expected to prove their merit and efficiency and by this test may be accepted in the resettlement program.

Rio Grande Citrus Crop Estimate 6,500 Cars

Preliminary estimates place the 1935-36 citrus fruit crop in the lower Rio Grande Valley at 6,000 to 6,500 car loads.

The total value of the crop is estimated by experienced citrus men at about \$2,445,812 and was divided as follows: Two million, one hundred and seventy-four thousand, seven hundred and sixty boxes of grapefruit at eighty-five cents per box, \$1,848,546; 441,720 boxes of oranges at \$1.05 per box, \$463,806; 11,420 tons of culls at \$6 per ton, \$68,480, these sales being to juice plants; 68,400 boxes of mixed fruit, averaging ninety-five cents per box, \$64,980; total, \$2,445,812.



A few of Texas' 57,000 oil wells

Story of Oil to be Told in Exhibits at Centennial

HE story of Texas oil will be told in graphic detail at the Texas Centennial Exposition, starting in Dallas next June.

Fittingly, this great basic industry, which has brought untold wealth to Texas, will house its exhibits in one of the largest buildings on the grounds. The Petroleum Products Building, which will cost \$500,000, will be a permanent structure. It will be located near the milliondollar State of Texas Building, facing the Court of Honor.

For the first time in the history of the Southwest, the major oil companies of the Nation will participate in an oil exposition. Their exhibits will vividly portray the history of oil development in Texas. Every step in the production, refining, transportation and marketing of oil is to be demonstrated. Modern oil well machinery and equipment will be exhibited and seen in action, for a derrick is to be erected near the building and a crew of drillers will show how wells are actually brought in.

To Show Oil History

Besides the marketing, producing and equipment companies which will exhibit in the Petroleum Products Building, there will also be exhibits featuring the great natural gas industry of the State and of the hundreds of by-products of both oil and natural gas,

The oil exhibition will be arranged along historical lines. The walls of the exposition hall will be decorated with murals picturing oil in Texas from the time the Indians immersed wounded warriors in oil seepage pools near Sour Lake hundreds of years ago until the discovery of the great East Texas pool in 1930. The first oil discovery in Corsicana in 1893, the great gushers of Spindletop in 1901 and the Ranger and West Texas development in 1917 will all be portrayed.

The Petroleum Products Building will be connected to the Transportation Building. It will be 300 feet long and will have an area of 35,000 square feet. It will be constructed of masonry, concrete and structural steel. Designed by George L. Dahl, Centennial architect, it is planned as a permanent memorial to the oil industry of the State.

Each of the doorways will be flanked by towering pylons. The exterior will be simple in design with severe lines and little ornamentation. Interior halls will be impressive through their great height. Exhibit salons will be arranged along connecting corridors. The exterior of the building will be landscaped with trees, shrubs and flowers planted at varying terrace levels. At right the facades of the structure will be illuminated by concealed floodlights of varied hues. Illuminated fountains and pools will decorate the courtvards.

Almost every citizen of Texas is affected either directly or indirectly by the production of oil or its incidental agencies. More than 500,000 people in Texas depend directly on the oil business for a livelihood. This does not include hundreds of thousands dependent upon affiliated industries and trades.

Importance of Oil to State

The oil industry pays to the State of Texas more than \$20,000,000 each year in ad valorem taxes and more than fifty-seven per cent of the whole State tax collection comes from the oil industry. State gasoline taxes last year amounted to more than \$30,000,000.

The State of Texas itself is a huge oil land owner and developer. The University of Texas endowment fund, which owns much oil land, has already received \$20,000,000 in oil rentals and royalties and this property is a constant source of revenue

The major and independent oil companies are already evincing much interest in the Texas Centennial Exposition oil exhibition. They visualize every visitor to the Exposition as a potential customer through the use of oil and gasoline. They believe that, since Texas is the oil-producing center of the Nation, every out-of-State visitor will be interested in learning first hand about this vast industry.

Almost all the larger companies exhibiting will have educational features in their exhibits. Motion pictures will be used by some of them in telling the story of their business. Many of them will urge their employees in all departments to visit the first really representative oil exhibition staged in the Southwest in order to take advantage of these novel educational features. It is pointed out by the oil companies that Texas now produces forty per cent of America's oil, thirty per cent of the Nation's natural gas and twenty-five per cent of the entire oil supply of the world.

Leaders to Participate

The exhibits department of the Texas Centennial Exposition believes that every available foot of space will soon be leased in the Petroleum Products Building. They have made only preliminary contacts so far but the response has been enthusiastic. Sale of space in the building is being handled for the exhibits department by J. William Rubush, who is contacting the large oil and supply companies as rapidly as possible.

Among the oil companies and allied interests who have expressed themselves as being probable exhibitors are included the following: Texas Company, Magnolia Petroleum Company, Gulf Refining Company, Humble Oil and Refining Company, Sinclair Refining Company, Continental

Oil Company, Cities Service Oil Company, Texas and Pacific Coal and Oil Company, Pure Oil Company, Marathon Oil Company, Phillips Petroleum Company, Barnsdall Oil Company, Skelly Oil Company, Waggoner Refining Company, Panhandle Refining Company, Shell Petroleum Company, Continental Supply Company, Oil Well Supply Company, National Supply Company, Mid-Continental Supply Company, Frick-Reid Supply Company, Tidewater Oil Company, Hughes Tool Company, Reed Roller Bit Company, Cameron Iron Works, Shaffer Tool Works, Republic Supply Company, Linde Air Products Company, Magnolia Airco Gas Products Company, Burdett Oxygen Company, Carnegie Steel Company, Republic Steel Company, Sperry Sun Well Surveying Company, Texacone Company, Kibele Manufacturing Company, Wayne Company, Wyatt Metal and Boiler Works, Baker Oil Tools, Wescott and Greis, Inc., Bridgeport Machinery Company, Crane Company, Carbonex Corporation, D & B Pump Supply Company, Emsco Derrick and Equipment Company, Fisher Governor Company, Geophysical Service, Inc., Guiberson Corporation, Jarecki Manufacturing Company, Oil Treatment and Chemical Company, Permofilm Lubrication Company, Pyroil Company, Quaker State Oil Company, Refinoil Service Company, Standard Supply Company, Standard Container Company, Texas Corrugated Box Company, Valvoline Oil Company, and Merco Nordstrom Valve Company,

Air Line Orders New Ships For Centennial Service

An announcement by C. R. Smith. president of the American Airlines, assures air travelers the latest in facilities for convenience to and from the Texas Centennial Expostion in Dallas in 1936. His company has ordered fifteen bimotored Douglas planes to be delivered about March 1, 1936, well in advance of the Centennial opening date.

The new planes will be equipped to carry thirty-two passengers in the day time and sixteen passengers in night runs, with sleeping facilities. They will be equipped with electric stoves and hot

foods will be served.

The new equipment will be used on the Southern transcontinental route from Los Angeles to New York via Dallas.

Texas Has 57,000 Oil Wells

The Railroad Commission at Austin has compiled a report on the State's oil industry showing that new producing oil wells brought in average 738 per month since the first of the year. At the end of July there were 57,000 producing wells in Texas, of which 21,867 were flowing wells and 35,133 pumpers. From January through July 815 new leases were developed; the total number of operators increased from 3,776 to 3,999.

Centennial Progress

Brief Items Concerning the Great Exposition Now Being Built in Dallas to Commemorate the Hundredth Anniversary of Texas Independence in 1936

Commitments involving fifty per cent of the exhibit space in the Food Products Building have been obtained by the Exhibits Department.

Harvey Couch of Pine Bluff, chairman of the Arkansas Centennial Executive Committee, announced after conference with Walter D. Cline, managing director of the Texas Centennial Exposition, that Arkansas will co-ordinate her Centennial activities with those of Texas.

Contract has been let to Cedric Burgher Company for erection of the Poultry Building on a bid of \$113,450. Work will soon be under way.

Remodeling of the Administration Building for the Exposition is nearing completion at a cost of \$120,000.

Bids will be asked in October for construction of the Transportation and the Varied Industries Buildings, Each of these buildings will cost approximately \$450,000.

Publication of Centennial News, official house organ of the Exposition, was started in September and will continue at weekly intervals.

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Songs of Texas cowboys, negro spirituals, and romantic ballads of guitarstrumming vaqueroes of the Rio Grande will be featured in the musical program of the Centennial, Concerts will be given in an \$80,000 Symphony Shell located on the banks of the lagoon in Centennial Park

The Alabama Museum of Natural History will lend many of its specimens for exhibition in the Dallas Museum of Natural History during the Exposition in 1936. Director Walter B. Jones of the Alabama institution made the offer which was accepted by Walter D. Cline, managing director of the Exposition.

Ten thousand negro children from the public schools of Texas will come to Dallas June 19 next year. They will appear in a chorus of songs as a feature of the observance of Emancipation Day at the Texas Centennial Exposition.

With a \$1,000,000 sports plant including a race track, athletic stadium, wrestling and boxing arena, polo field and standard swimming pool, a World's Fair of Sport at the Texas Centennial Exposition is planned.

A seven-day fiesta, re-enacting the Battle of Gonzales in which the first shot of the Texas Revolution was fired, will be held in Gonzales November 5-10 this vear. This is the first of a series of historical celebrations throughout the State leading up to the Exposition.

Offices of the United States Centennial Commission for Texas have been established in Dallas by Commissioner-General Cullen F. Thomas. This commission will supervise Federal participation in the Texas Centennial celebrations. Of \$3,000,000 appropriated by Congress for the Centennial, \$1,200,000 has been allocated to the Exposition at Dallas.

James J. Braddock, heavyweight boxing champion, has announced that he wants to defend his title in Dallas during the Exposition. Negotiations to bring the world's championship fight of 1936 to Dallas have been opened with Madison Square Garden by the Centennial officials.

ale ale ale

The Catholic Church in Texas has leased space on the Exposition grounds and will erect a replica of the oldest church in Texas at a cost of \$20,000. The Mission of San Miguel de Socorro. founded near El Paso in 1681, will be the model. ale ale ale

The Portland Cement Association, which has leased 10,000 square feet of exhibit space as a site for a model concrete home, has posted \$2,500 in cash prizes for Texas architects submitting winning designs for the Exhibit structure. The capital prize is \$1,000.

* * *

The National Accident and Life Insurance company of Nashville, Tenn., has reserved exhibit space in the Exposition. Other large concerns which have closed contracts for space are American Telephone and Telegraph Company, Kerr Glass Company, Ball Bros. Glass Company, Dr. Pepper Company, Advance Aluminum Castings Company, and the Self Cooling Seat Corporation of Mineral Wells.

Representatives of the Dallas Park Department have returned from a tour of American cities inspecting aquariums. Data assembled will be used in design of the \$200,000 aquarium which will be erected on the Exposition grounds.

In addition to the aquarium, buildings for the World's Fair to be erected by the City of Dallas are Domestic Arts Museum, Horticultural Museum, Fine Arts Museum, and Natural History Museum.

DALLAS BUSINESS NEW CONCERNS - NEW OIL FIELD AIR LINE AUGUST STATISTICS

New Concerns

Ninety-six new concerns located in Dallas during August, the highest total in five months. Included in the list were six manufacturing plants, seventeen wholesalers, ten oil concerns, eleven branches of national concerns, thirty-five retail establishments and twenty-eight classified as miscellaneous.

Among the more important businesses established during the month were the following:

Manufacturing

American Poster & Printing Co., 1012 Pacific Ave. Posters.

Ar Lene Lingerie Co., Inc., Fox-Coffee Building: women's underwear.

Bolton Box Company, 1209 McKinney Ave.: manufacturers of corrugated paper

Special Foods, Inc., 3802 Cedar Springs: food products.

Texas Curtain Company, 910 Eagle Ford Road; curtains.

Winston Iron Craft Studio, 1300 Mc-Kinney Ave.; wrought and ornamental

Wholesale and Branches

Central Provision Company, 1114 Wood St.; butter, eggs and poultry. Home office, Kansas City, Mo. H. J. O'Connell manager.

Dainteton Company, 619 North Texas Bldg.; underwear. Ora Kinnebrew, owner. Dal-Worth Limes Co., 2411 Cottonwood

St.: wholesale fruits.

Farmers & Merchants Grain Co., 607 Thomas Bldg.; wholesale grain.

General Radio & Refrigeration Co., 2223 Elm St.

Marx & Haas-Korrekt Co., 111 Martin St.; men's clothing. Home office, St. Louis, Mo.

Nicholas-Beazley Airplane Corporation, Love Feld; airplanes and aviation supplies. Headquarters, Marshall, Mo.

Roy Reeder Manufacturing Co., 214 Construction Bldg.; sanitary products.

Thomas M. Royal & Co., 1007 Burt Bldg.; paper bags. Home office, Philadelphia, Pa. Office moved to Dallas from Fort Worth.

Sandura-Southwest Company, 2221 Laws St. Southwestern distributors of Sandura rugs and floor coverings, made by the Sandura Company, Inc., Philadelphia. Pa.

Southland Cotton Oil Co., 615 Thomas Bldg. Cottonseed products.

Templeton, Kenly & Co., 2017 Republic Bank Bldg.; oil field supplies. Charles Neher, district manager; home office, Chicago, Ill.

United Appliance Corporation, 2nd Unit, Santa Fe Bldg.; distributors RCA-Victor radios.

Oil Companies

Algord Oil Company, incorporated for \$14,000, by D. W. Henke, R. D. Wallis and Gordon Guiberson

Harry Hines, 609 Gulf States Bldg .: independent operator.

Hines Drilling Company, 609 Gulf States Bldg.: drilling contractors.

Bernard Hilburn, 609 Gulf States Bldg.; independent operator.

Seaboard Oil Company of Delaware, Gulf States Bldg.; incorporated by H. B. Lovejoy, M. R. Schwarz and T. A. Knight

Southern Oil Corporation of America, 405 Continental Bldg.; oil producers. Headquarters moved here from Abilene.

Two States Drilling Company, 609 Continental Bldg.; organized by Howard P. Holmes, Marion S. Church and W. R. Hobbs. Drilling contractors.

John W. Westbrook Company, 801 Fidelity Bldg.; oil producers.

Miscellaneous

R. F. Ball Construction Co., 410 Insurance Bldg.; contractors.

Crow Brothers, 1001 Burt Bldg.; cot-

Wilbur Cushman Circuit, 202 Melba Bldg.: theaters.

Dallas Acceptance Corp., 1505 Federal St.; automobile financing.

Independence Life Insurance Co., 922 Republic Bank Bdlg.; life insurance.

E. H. Ivey & Company, 1315 Cotton Exchange Bldg.; cotton.

Harry Little Scenic & Lighting Studio, 1815 Young St.; theatrical equipment.

Mahaffey & Howard Construction Co.,

432 Fidelity Bldg.; contractors. Kermit J. Rosser, 1101 Fidelity Bldg.;

commercial artist. Secretary of State, Securities Division,

6th floor, Hall of Records Bldg. Security Finance Company, 1214

Southwestern Life Bldg. Allen H. Smith Co., 410 Dallas Bank

& Trust Bldg.; real estate. Southern Gold & Silver Co., 1016 Main

St., buyers of old gold and silver. The Time Life Insurance Co., 2523 Mc-

Kinney Ave.; mutual aid association. G. S. Weaver, president. Tuller & Conklin, 710 North St. Paul

St.; cotton; L. E. Austin, Agent. Washington National Insurance Co., 1509 Tower Petroleum Bldg.; general

The Webb Company, 310 Construction Bldg.; quantity surveyors.

Works Progress Administration, Reilly Building; regional statistical office.

Works Progress Administration, 450 Federal Bldg.: Division of Investigation.

Installment Buying Up

Installment buying in Dallas, as reflected in chattel mortgages filed with the county clerk, has thus far this year exceeded the peak year of 1929. Up to August 31, 52,220 chattel mortgages had been filed, as compared with 46,682 for the same period in 1929. This year's figures are 11,359 ahead of the first eight months of 1934

Chattel mortgages represent the sale of automobiles, household furniture, electric refrigerators and in some instances, livestock. The increase has been principally due to the first three items.

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Another New Oil Company

The Southern Oil Corporation of America, formerly located in Abilene, has moved its general office to Dallas and is now located in the Continental Building. Officials of the Company are S. C. Yingling, president; E. V. Yingling, vice-president; John P. Chalmers. secretary-treasurer; A. K. Turner, field superintendent.

The company is an important producer of crude oil, owning developed acreage in Jones, Fisher, Howard and Coleman

Another Supply Company

Templeton, Kenly & Company of Chicago, manufacturers of oil field equipment, have established Southwestern headquarters at 2017 Republic Bank Bldg. Charles Neher, district manager, will have charge of the Midcontinent and Gulf Coast areas, directing operations from the Dallas headquarters.

...

The Beaumont Port Commission, Beaumont, Texas, has established a North Texas office at 915 Cotton Exchange Bldg. R. T. Behannon is in charge of the office, and will contact exporters and importers throughout North Texas in the interest of the Port of Beaumont.

... The Continental Supply Company has been appointed exclusive distributors in the Mid-Continent field for the Climax Engineering Company of Clinton, Iowa, manufacturers of Climax Blue Streak engines and power units and Chrysler industrial power units, Climax equipped.

Report Shows Mortgage Status Dallas Homes

IFTY-THREE per cent of owneroccupied residences of Dallas were mortgaged on January 1, 1934, according to tables in the current number of Domestic Commerce, issued by the Department of Commerce. The same report showed that there were 39.8 per cent rented residential structures mortgaged. The figures for Dallas were approximately the average for the United States.

The report, which was originally compiled by the Architectural Forum, includes sixty-one representative cities in all parts of the country. The highest percentage of mortgaged homes was found in Worcester, Mass., where 83.6 per cent of owner-occupied, and 69.3 per cent of rented structures, had loans against them. Butte, Mont., has the lowest percentage of mortgaged owneroccupied homes, 24.4 per cent, with 15.1 per cent of its rented homes mortgaged. Paducah, Ky., had the best average with 30.7 per cent of owner-occupied and 7.1 per cent of rented residences mortgaged.

The average value of all mortgaged homes in Dallas was given at \$4,749, which was approximately the average of the sixty-one cities surveyed. The ratio of average debt to average value was 53.5 per cent for the owner-occupied homes, and 56.7 per cent for the rented homes. Again, Dallas was approximately the average for the entire country.

Income Showing Good

Arranged by salary brackets, the percentages of occupancy of Dallas residences owner-occupied and rented, were as follows: Families having less than \$250 income annually, 5.7 per cent of homes; \$250 to \$499, eight per cent; \$500 to \$749, 10.2 per cent; \$750 to \$999, 8.4 per cent; \$1,000 to \$1,499, 17.2 per cent; \$1,500 to \$2,999, 17.1 per cent; \$2,000 to \$2,999, 17.1 per cent; \$3,000 to \$4,999, 8.1 per cent; \$4,500 to \$7,499, 2.9 per cent; \$7,500 and more, 1.4 per cent.

The showing of Dallas in these income groups was one of the best among the sixty-one cities surveyed. For example, there were fifty-one of the sixty-one cities having a larger percentage of families than Dallas in the lowest income bracket, and there were fifty-three cities having more homes in the next lowest bracket. Dallas had a relatively smaller percentage of homes than the average cities in each of the brackets up to \$1,500 to \$1,999. In this bracket, however, and in each higher bracket Dallas had a relatively high percentage of homes. For example, only eight of the cities had a higher percentage of homes in the \$2,000 to \$2,999 bracket, and only fifteen cities were ahead of Dallas in the \$3,000 to \$4,999 bracket. Only three cities had a higher percentage of homes in the combined two brackets extending from \$1,500 to \$2,999.

August Statistics

Bank Clearings

Dallas bank clearings for August were \$153,882,865, compared with \$143,147,926 for August, 1934. Clearings for the first eight months of 1935 were \$1,219,418,-897; for the first eight months of last year. \$1,110,657,279.

Bank Debits

Bank debits in Dallas for August totaled \$173,407,000, as compared with \$159,124,000 for August, 1934. Debits for the first eight months of 1935 were \$1,325,570,000; for the first eight months of 1934, \$1,256,629,000.

Building Permits

August building permits in Dallas were \$494,313, compared with \$278,741 for August, 1934. Totals for the first eight months of 1935 were \$3,446,392; for the first eight months last year, \$2,223,158.

Postal Receipts

Dallas August postal receipts were \$279,164, for August, 1934, \$282,152. Postal receipts for the first eight months of this year were \$2,331,680; for the first eight months of 1934, \$2,224,427.

Bus Line Raises Salaries

The Southwestern Greyhound Lines have announced an increase in salaries of all employees of five per cent, retroactive as of September 1. The increase is made possible by an increase in revenues, according to Paul W. Tibbetts, president. The lines, with an annual payroll of \$1,250,000, employ more than 800 persons. The company maintains extensive facilities and a large organization in Dallas, its main revenue-producing center in the Southwest.

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Hotel Spending \$100,000

In preparation for Centennial visitors, \$100,000 will be spent in remodeling the Jefferson Hotel, according to Lawrence W. Mangold, general manager. Redecoration is already under way, and many of the rooms are being refurnished. Air conditioning will be installed in one wing of the building, with the expectation that eventually the entire building will be mechanically cooled.

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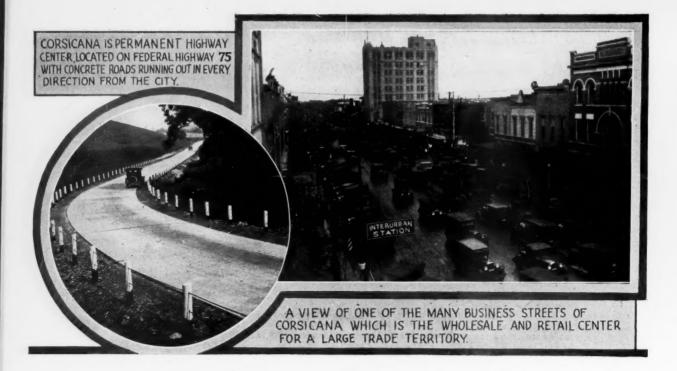
Working for New Highway

The Highway Committee of the Dallas Chamber of Commerce is working on plans for a new highway that will open up a valuable new trade area between Dallas and Del Rio. It is proposed to open the route from Dallas through Waxahachie, Meridian, Hamilton, Goldthwaite, Brady, Junction and Rock Springs to Del Rio.

Flying New Oil Field Route From Dallas



Above is shown one of the tri-motored, ten-passenger Stinsons flying the new Oil Belt Route from Dallas to Midland, giving oil operators quick service daily to a number of important West Texas oil fields. The new service is being operated by the Mid-Continent Airlines, Inc., with Dallas as headquarters. The points served are Fort Worth, Breckenridge, Abilene, Sweetwater, Big Spring and Midland. The west-bound plane leaves Dallas at 7 a. m., arriving at Midland at 11:15 a. m. The east-bound plane leaves Midland at 2 p. m., arriving in Dallas at 6:15 p. m. Randolph H. Clements is president of the company and James L. Harper is operating magnager.



Business Centers of the Southwest And No. 3 A Corsicana, Texas



By ALLIN F. MITCHELL, Secretary-Manager, Corsicana Chamber of Commerce

ORSICANA holds a conspicuous place as a patriotic center of Texas and the Southwest because of the important part it had and is now taking in the promotion of the Texas Centennial celebrations for next year. It was in Corsicana that the Texas Centennial idea originated and was nursed into realization. It was here that the foundation for this great patriotic event was laid after many years of hard work.

The contribution of Corsicana for the advancement of Texas will be mainly responsible for the success of this great event in 1936. Corsicana's entire citizenship is very jealous of the success of the Texas Centennial celebrations and is co-operating fully in the development of the major and secondary celebrations to the end that there will be substantial patriotic demonstrations in keeping with the ideals and magnitude of the event and in honor of the heroes who blazed the trail for the Texas of today that six million people are enjoying. Such cele-

brations also include the progress that has been made from the early pioneer days up to the present time. While vitally interested in doing full honor to the heroes of the past, the patriotic objective of such celebrations, Corsicana is cognizant of the great opportunity Texas has to advertise and advance the economic interests of the State.

Movement Started in Corsicana

Corsicana claims the distinction and honor of being first in many Centennial promotional plans which will go down in history. The idea for a Centennial celebration was born in a State convention of Advertising Clubs held in Corsicana during the fall of 1923. The plan was adopted as one of the major activities for the advertising clubs and press associations to sponsor for the publicizing and development of Texas. The convention created the Texas Centennial Exposition Survey Committee to feel out the senti-

ment over the State for such a celebration. The general chairman of the committee was Lowry Martin of Corsicana, who, with his committee, sent out thousands of questionnaires to prominent business and professional executives over Texas soliciting their opinion on such an event. The unanimous response was that Texas should celebrate its one hundredth birthday in 1936. Promptly thereafter Centennial plans began and progressed for several years through many trying and discouraging stages until sentiment was crystalized to the extent that the citizens of Texas were asked to express themselves in the matter at the polls by voting upon the Texas Centennial Constitutional Amendment in 1932. The success made it possible for such a celebration. This campaign in carrying the amendment was under the direction of Lowry Martin, at the time also president of the Texas Press Association, an organization which has been behind the movement ever since the idea had its

conception, and continues to co-operate in making the project a success.

The Centennial Constitutional Amendment provided for the creation by legislative enactment of the Texas Centennial Commission to promote and direct plans for the celebrations in 1936, and authorizing the Legislature to provide funds. Intervening activities between the birth of the idea and the voting upon the amendment were interesting and embodied much hard work, time and patience. The major part of this program was directed from Corsicana, which was headquarters for the promotional work for over eight years, with offices in the Daily Sun Building under the supervision of Mr. Martin, who served as executive secretary without pay until the creation of the Texas Centennial Commission which took the work in charge and with his continued co-operation carried on the work to its present stage.

Headquarters for Publicity Work

In addition to the Centennial idea having been born and brought into realization at Corsicana, the first executive committee meeting of the Centennial Commission after its creation by the Legislature was held here in the summer of 1934. It was then that first plans for the major and secondary celebrations were discussed and adopted-the minimum finances necessary to carry out the program were approved and the first publicity campaign to educate Texas to become Centennial conscious was launched. The first committee put into action was the publicity committee, composed of Lowry Martin, Corsicana; J. E. Josey, Houston, and Wilbur Hawk, Amarillo. This committee had its headquarters in Corsicana where one of the most successful publicity campaigns ever conducted in Texas was put over. Such interest was aroused that three of the major cities of Texas were sold on the advantages of securing the central celebration and bids into the millions were made by each of the cities, with Dallas being the successful candidate.

Plans for advertising the Centennial throughout the Nation were originated and conducted from Corsicana through the creation of the Texas Press Special Train that visited many strategic centers of the North and East in the spring of 1934 advertising Texas and its Centennial. At that time the first national radio broadcast was made out of New York City telling about the coming Centennial, and the first invitation to President Roosevelt and Congress to visit Texas in 1936 was presented by the press delegation upon their visit to the White House. Also, the first talking motion picture address promoting the Centennial was delivered by a Corsicana citizen. There were other important features too numerous to mention that brought about enough sentiment in Texas whereby the Legislature and Federal Government made substantial appropriations for the Centennial.

History of Corsicana

Now that much has been said about Corsicana's great interest in the Texas



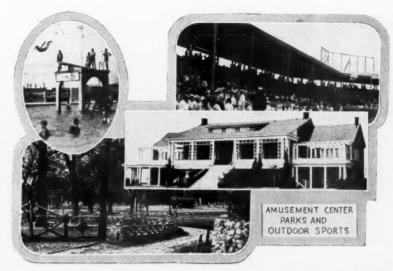
Lowry Martin

Centennial it would be well to give a brief background of the history of this city and the county in which it is located. Navarro County was named in honor of Jose Antonio Navarro, an early Texas patriot, who was born in San Antonio, February 26, 1796, but whose father was a native of Corsica. He was a member of the Legislature of Coahuila and Texas, and tried often to have Texas separated from Coahuila. He was one of the signers of the Texas Declaration of Independence. He was a member of the illfated Santa Fe Expedition and for years lay in the famous dungeon of the Castle of Juan d'Ulloa but was released in 1845. He was a member of the State Senate of Texas in 1848. He died and was buried in San Antonio in 1870.

Jose Antonio Navarro named the town of Corsicana. There are two or three stories connected with this naming. One is that Navarro named the town Corsicana saving that Navarro and Corsicana taken together signified "Navarro the Corsican." Another tradition is that Corsicana was named for the island of Corsica, the birthplace of Navarro's father. and for his wife, Anna. Still another is that a daughter figured in the name instead of his wife. At any rate, the Texas patriot, Jose Antonio Navarro, was responsible for the naming of both Navarro County and Corsicana. The first authentic settler of Navarro County was George W. Hill, who settled on what is now Spring Hill, about the year 1847. The site for the city of Corsicana was given by David R. Mitchell, who gave 100 acres on January 30, 1850. The original land grant was to a Mexican settler Jesus Ortez, in the year 1838.

First Great Oil Center

In discussing the commercial background of Corsicana, the great Southwest is reminded that it was here that petroleum and natural gas were first found and commercialized west of the Mississippi River. Corsicana is indeed the cradle of the oil industry of the Southwest. The progress of the development of the industry since its discovery in Corsicana is interesting, entertaining and marvelous when one compares the early oil days here with the fields that have been developed throughout the State since—the oil industry at the present time being the greatest asset of the State, estimated to comprise over fifty per cent of the wealth and pays over fifty per cent of the State taxes, in addition to employing over a half million people. And it is certain that there are many other large pools yet to be developed. Wherever oil and gas are mentioned, Corsicana is known, for it was here that the first oil refinery, the first oil pipe line, oil pump stations and gas plants were built west of the Mississippi. It was here that the first car load of



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DALLAS POWER & LIGHT CO.

crude oil was shipped by rail and oil was first used for treating streets.

The early development of oil in Corsicana brought to Texas many prominent oil financiers from Pennsylvania and the Northeastern States who brought eastern capital to develop these great resources. It was here that the Magnolia Petroleum Company originated. Citizens of Corsicana originally organized The Texas Company, Gulf Refining Company, Houston Oil Company and the Lone Star Gas Company, all organizations of major importance to Texas and the Nation, Oil and gas men hold such history as very important in the set-up today and will always remember the pioneer oil men who went from here to develop other fields throughout the State.

Even though oil was first discovered here, hundreds of the wells brought in at that time are still producing under the pump. Later the deep oil fields of Corsicana came in, which held the distinction at the time of being the largest producing field in the world, and many of these deep wells are still producing under the pump. There are now around one thousand shallow and deep producing wells. The Magnolia Petroleum Company has one of its refineries and pump stations here, as does The Texas Company and others, there being several intrastate and interstate pipe lines concentrated here for oil shipments. These pipe lines transport oil from Oklahoma, Northern Texas and the great East Tex-

as oil fields.

Important Manufacturing Center

Corsicana claims the largest manufacturer of oil well machinery in the Nation, a concern covering several blocks, and known as the American Well and Prospecting Company. The owners of this concern were originators of the first rotary drilling outfit, and hold a great number of important patent rights on oil well equipment with their products being sold throughout the world. There are also other machine shops located here and a number of other important industries operating successfully in the city, the Corsicana Textile Mills being among the largest in the State.

Corsicana, which is the county seat of Navarro County, is located in what is termed the black land belt of Central Texas, which is one of the most fertile sections of the State and naturally produces almost everything to be grown. Cotton is the main product and Navarro County ranks from second to third as the largest cotton county in the State, with adjoining counties being almost as productive. The city is an important wholesale and retail center with an adjoining trade territory that embodies a population of approximately 400,000 people with a buying power of around \$100,000,000 from agriculture and industrial sources. Corsicana receives many benefits from its adjoining trade territories which raise approximately 500,000 bales of cotton. In addition to cotton there is raised corn, small grains, hays and truck crops. Livestock is also an important source from which income is derived, with several thousand jersey cows in the community. A variety of fruits and several minor raw materials are substantial assets to the community.

With important financial institutions, strong banks, and a business citizenship of forward-looking and progressive people, Corsicana has and always will be a very important business center of Texas. Far enough from the larger cities to retain its individuality, it is close enough to such cities for a friendly relationship that brings about many advantages to all concerned.

Being located in the black land area it was necessary to build a system of concrete highways throughout the county; and Corsicana today, with the exception of the larger cities, has the hest nermanent system of highways of any business center in Texas. It is located on one Federal and three State highways, which, together with lateral concrete highways penetrating other sections, make it the hub of seventeen concrete outlets, each of which is a beckoning hand to the traveling population and trading area to visit the city. The city has four railroads and one interurban, this transportation penetrating into eight different directions. Corsicana is the main gateway for the Southern Pacific Lines from California to the East, their entire freight tonnage running into many hundreds of train loads annually.

Corsicana is a strategic point in the electrical industry, having at its back door the seven-million dollar generating plant of the Texas Power & Light Company. John W. Carpenter, the president of this great institution, is a Corsicana boy. The geographical location of Corsicana has brought about the location here of a number of Federal, State and district agencies and several hundred district representatives also work out of

Corsicana a Well-Balanced City

There will be found here a wellrounded, balanced development free from any suggestion of booming or pyramiding, with an intelligent, educated and law-abiding citizenship. A city with an atmosphere of genuine Southern hospitality, it has as its spiritual and moral background many new religious places of worship and one of the most complete and modern public school systems to be found in any section. It is a friendly and happy city with many distinctive features of attraction, with the usual conveniences and attractions of a large community. The city has a beautiful country club with an eighteen-hole golf course, a municipal golf course, a beautiful municipal park' with all modern conveniences at Lake Halbert, from which the city gets its water supply; spacious and beautiful city parks, football stadium, athletic grounds, fishing, lakes for boating, swimming and yachting; modern picture shows, modern hotels, all of which are attractions for the public.

The central location of the city has caused the State Orphans' Home and the State Odd Fellows Orphan's Home to be located here. It is an important medical

center with three new hospitals and a clinic second to none in the State. Its healthful hot mineral waters from deen wells are an attraction for many. The city has a progressive and modern Chamber of Commerce for the advancement of the city and surrounding rural communities in which it has always taken an active interest. The organization is backed by a citizenship who support it most heartily. Two creditable Associated Press newspapers back the organization and all programs of progressive activity. these being the Corsicana Daily Sun and the Corsicana Semi-Weekly Morning Light. In addition to a Chamber of Commerce, there are a retail merchants association, several luncheon clubs, and more than thirty other city and county organizations, including several clubs for the advancement of music, all having one objective in view, and that being a better community in which to live and to make its contribution for the advancement of the State of Texas.

New Discoveries Add to Crude Oil Reserves

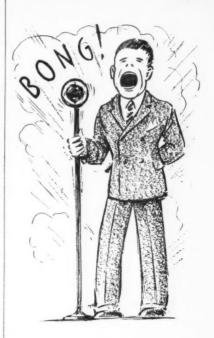
Recent warnings that the petroleum reserves of the United States are nearing exhaustion are to a degree discounted in a booklet entitled "A Review of the Petroleum Situation" just published by the American Petroleum Institute.

The booklet, reviewing and analyzing the industry's statistical position as of August 15, states that new crude oil reserves discovered so far this year have been greater than estimated crude oil requirements for the entire year. The principal discoveries have been Anahuac, Texas; deeper producing horizons at Fitts, Okla.; Monument, N. M., and Rodessa, I.a.

The booklet further reveals that drilling activity during the first half of 1935 was twenty per cent greater than in the corresponding period of 1934, and has occurred chiefly in states where wells come in with the largest initial production—Texas, New Mexico, California and Oklahoma

Evidence is presented to show that the industry generally is operating along economic and conservative lines although facing virtually unprecedented increases in demands for certain products. Domestic demand for gasoline showed a 3.4 per cent gain in the first half, and total demand was up three per cent. Seasonal demand for gasoline was said to have reached its full trend for the first time since 1931, and there were indications that 1935 total demand, which includes exports, would be more than four per cent above that of 1934.

Crude oil storage was reported as being at the lowest level since 1926, with withdrawals from stock substantially below those of 1934 and the surplus of crude oil immediately available for refining smaller than generally supposed. Crude oil production was reported to be higher than economically necessary, but signs of improvement were seen in that situation.



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The Joneses travel at a merry clip. Keeping up with them in this busy Southwest calls for fast stepping and a mind that catches on in a hurry. The slow-

footed and dull-witted always are looking at the outfront Joneses from the rear. If you're a retailer, say, the Joneses who set a fast clip for you are competitive retailers. We've got Joneses to keep up with, too, and we like side glances at them a lot better than a full view of them 'way up front. We're keeping pace with

printing and printing service good enough to please a growing list of representative firms. With us, keeping up with the Joneses means being able to properly produce most any kind of printing your business uses.

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PUBLISHERS

Business Review

Continued From Page 7

of nine reporting firms in this district being 18.7 per cent greater than in the preceding month and 1.0 per cent above those reported in the same month last year. Recent reports indicate a large volume of early fall buying, with business continuing to reflect heavy seasonal purchases.

A majority of reporting wholesale grocery firms in this district reported an improvement in the demand for merchandise. A gain of 16.7 per cent over the same month last year was reflected.

Distribution of hardware at wholesale also turned upward, these sales showing an increase of 18.2 per cent as compared with the same month last year. Wholesale drugs recorded an increase of 24.7 per cent over the same month a year ago.

Retail Trade

The mid-summer recession in the business of department stores in principal cities of the Eleventh District was less pronounced than usual. Despite the deterring effects of high temperatures, the demand for merchandise was active as is evidenced by the fact that total dollar volume of sales reflected an increase of 14.7 per cent over the same month last year. Collections on both open and installment accounts were at approximately the same rate as for the previous month.

The past month witnessed a decline in both the number and liabilities of commercial failures in the Eleventh District.

Rose Festival

Continued From Page 8

some outstanding varieties, especially of peaches. Though a few roses and shrubs were raised, the growers continued to lay particular stress on fruit trees, and the industry had grown to rather large proportions when it was almost paralyzed by a series of severe setbacks.

Soon after the turn of the century there was an invasion in East Texas of San Jose scale, brown rot and various root troubles which affected fruit trees. These difficulties, along with several unseasonable years, proved a severe blow to the cultivation of fruit trees. Shrewd nurserymen gradually turned from fruit trees to roses and ornamental shrubs. As the demand for East Texas roses grew the number of rose nurseries increased. Buyers flocked in from the North and East. Without realizing it, Tyler had begun to attain Nation-wide prominence as a rose center.

Today Tyler and Smith County hold the unquestioned leadership in rose production. Particularly within the past two years, East Texas roses have become widely publicized. They are to be found in gardens of discriminating rose lovers in every section of the Nation.

Centennial Year Convention List Continues to Grow

NUMBER of important conventions for Dallas in 1936 have been added since the list was carried in "Southwest Business" a month ago. Two more national fraternity conventions secured are the Delta Phi Kanpa. for August, 1936. Albert Russell and W. V. Ballew, Jr., leading in extending the invitation, and the Phi Lambda Epsilon, secured by a delegation including Charles Clinger, J. B. Hamlett, Johnny Kehoe, Charles McNulty, Jack Hundley and John Hicks. A most important gathering just secured is the Southern Federation of Syrian Clubs, which will bring some 2,000 next September. It met this year at Jackson, Miss., and State Railroad Commissioner Lon A. Smith represented the Dallas Chamber of Commerce and the Centennial Exposition in extending the invitation, with aid given by a large delegation from the Dallas Syrian American Ladies Educational Association, of which Mrs. J. M. Haggar is chairman.

School Children Coming to Centennial

The National Shorthand Reporters Association has voted to meet here next August and with it will convene the Texas Court Reporters Association. The National Roque League Tournament is scheduled for September, 1936, and the American Radio Relay League, West Gulf Division, will bring some 500 short wave enthusiasts to Dallas in October, 1936, the campaign for the meeting having been led by Frank M. Corlett, president of the Dallas Amateur Radio League. To be held here for the first time next year will be a meeting and show of the National Beauty and Barber Supply Institute, Inc., Southwest Division. The dates are March 30-April 3, with 3,000 expected.

The State Superintendent of Education has announced five large gatherings of school children here during the Centennial. On June 13 some 10,000 white school children will assemble for a massed vocal chorus and on June 19 the same number of colored school children are expected for a similar event. The State high school band contest in September is expected to draw 3,000. In October, 1936, the State high school choral and glee clubs contest is anticipated to bring 5,000 and a similar number for a similar contest the same month for colored high school students.

Two large conventions of colored people were announced the past month. The Rev. J. R. Plummer, pastor of the Greater Shiloh Baptist Church, extended the invitation which secured for Dallas the State Negro Baptist Sunday School and B.Y.P.U. Congress, with attendance of 10,000 expected. O. M. Hill handled the invitation which secured the Texas Negro Church Ushers Convention, attendance 600

While the State Fair will not be held in October, 1935, due to preparations for the Centennial, October will bring a large number of visitors in Dallas. In addition to the convention list shown below there are the Texas-Oklahoma football game at Fair Park Stadium on October 12 and the S.M.U.-Rice game on October 19, both always of widespread interest. Also a large number of sales conferences will be held in addition to those shown, and the Fair Park Race Meet, starting September 28, will run through October 26. Already there have been 350 conventions or sales conventions so far held in 1935 or scheduled to be held during the remainder of the year.

	(OCTOBER CONVENTIONS
Oct.	3	-Westinghouse sales conference.
Oct.	3	 Graybar Electric Co. sales con ference.
Oct.	3	-Plymouth dealers.
Oct.	8- 9	-Texas Eclectic Medical Assn.
Oct.	11	-Southwestern Railway Develop- ment Assn.
Oct.	11-12	-Texas Trade Assn. Executives.
Oct.	12	 Texas Chamber of Commerce Managers.
Oct.	12	-State Y.M.C.A. Executive Com-
Cot.	13	-Lakewood Country Club Texas
Oct.	13	-169th Aero Squadron reunion.
Oct.	13	-Great Atlantic & Pacific Tea Co.
Oct.	18	 Lone Star Gas Co. Foremen Con- ference.
	18-19	 Rosicrucian Brotherhood regional meet.
Oct.		-State Board of Nursing Exam- iners.
Oct.	28-Nov.	20-Arlington Downs Race Meet.
Oct.	28-30	-Texas Convention American War Mothers,
Oct.		 Texas Federation of Temple Sisterhoods.
Oct.		-Texas Assn. of Negro Musicians,
Oct.		-Automotive Wholesalers of Texas.
Oct.		-Texas Manufacturers Assn.
Oct.		—No. Tex. Section American Society of Mechanical Engineers.
Oct.		-Psi Kappa Psi Fraternity dis- trict meet.
Oct.		-Southland Life Insurance Co.

What Happens to Your Money

What happens to your money when you put it in the savings bank?

Not all banks treat it alike, but the Bowery Savings Bank of New York is typical of the larger banks for the smaller people. Its recent statement shows that its 419,000 depositors have an average deposit of a little more than \$1,200. For each \$100 a little less than \$3 is kept in cash, \$38 is invested in bonds, and \$50 in loans secured by mortgages or other means, \$5 is in real estate, and \$4 is accounted for by minor investments. The \$38 in bonds is divided: United States Government securities, \$13; State, \$3; municipals, \$8; railroads, \$12, and public utilities, \$2.-Nation's Business.

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Have You Thought About Christmas-Yet?

What are you doing to get ready for the Holiday business besides getting in the merchandise.

How are you going to Advertise it? Have you planned any of that necessary preliminary work to move it after you have it? How about some "Direct by Mail" that will go to your customers and show them just what you have and tell 'em all about it?

I've had a lot of experience in designing D. B. M. and would be glad to help you figure out an effective way of showing what you have to sell



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Plant of The Lufkin Foundry & Machine Company.

Huge Texas Industry Has Grown With State's Oil Development

THE Lufkin Foundy & Machine Company, founded in 1900 for the purpose of serving the saw mills of East Texas, commonly known as the "Pine Belt" of the State, has enjoyed a continuous growth from that period until at the present time the plant covers many thousands of square feet of floor space, commodious machine shops, structural and forging departments, are welding departments, and a gray iron foundry said to be the largest in the Southwest.

Modern and efficient tools are employed in the manufacture of its equipment, and the steel buildings that have long ago replaced the first wooden structures are of the latest design with ample light and ventilation for its employees. Modern electric cranes, and other latest types of handling devices add greatly to the efficient handling of the heavy equipment manufactured in this plant.

Instead of going down with the decline of the saw mill industry, this Lufkin Company has been able to change the tide and go forward to bigger and better years in its annual business. With the vanishing of timber supply, it was found necessary to direct the energy, activity and experience of its large organization to that of more productive fields. With this idea in mind attention was directed in the oil industry-and soon there followed, in the order named, the manufacture of refinery fittings, engines and rotary drilling rigs, and finally the manufacture of a reduction gear unit for oil well pumping.

The entry into the oil well pumping business was made twelve years ago, and there soon followed improvements in the lifting of oil such as the Trout Rotary counterbalanced crank and other devices well known to oil men everywhere. Since the advent of the Lufkin unit, these rigs may be found in every principal oil field of the world where pumping equipment has been used

Offices and warehouses are maintained in all principal oil centers, with the executive offices and factory in Lufkin, Texas.

The capital and surplus of the Lufkin Foundry & Machine Company is over one million dollars, its annual business in excess of two and a half million dollars, with a daily capacity of one hundred tons of gray iron.

Its trade territory is limited only to oil fields of the world. Since the first of the year, due to the depression in the United States, its principal sales outlet has been in foreign oil fields.

Tyler Population 30,107

Tyler, Texas, now has an estimated population of 30,107, based on calculations recently made by the Tyler Chamber of Commerce, using such factors as vital statistics, utility records, and similar figures. Tyler's population in 1930 was 17,115, its rapid increase during the last five years being largely due to the great East Texas oil field.

Natural Forces of Recovery Carry Business Forward

(From the monthly summary of the Cleveland Trust Company.)

OME of the natural forces of recovery continue to operate in placid fashion to hold business activity up nearly to the levels established at the beginning of the year. The American people continue to buy large numbers of automobiles and iceless refrigerators. They are traveling more freely, and patronizing entertainments and amusements more generally than they did in the earlier years of the depression. They are buying more personal and household goods at retail stores than formerly. The farmers are having their best year since the depression started. All these factors enetain husiness

Three Forces Still Lagging

Nevertheless some of the natural forces of recovery are still exerting only meager pressure in the upward push of business. Three of them are so important that their lack of active participation greatly restricts the progress of recovery. One of these is export trade. Just before the depression the value of our exports was running at over five billion dollars a year. At present it is a little more than one third as much. The second of the three great laggards in recovery is railroad purchasing. Before the depression the operating revenues of the roads were even larger in total than the value of our exports. They amounted to well over six billion dollars a year. Now they are about half as much, and as a result railroad purchasing is greatly curtailed.

The third continuing great shortage is in building construction. Before the depression our annual expenditures for construction were much greater than either the value of our exports or the revenues of our railroads. Their total probably averaged over ten billions a year during the prosperity period from 1923 through 1929. It is now running at about a quarter of those earlier figures.

Probably a large increase in building would do more to promote recovery than would any other development that seems possible. Active building would employ great numbers of workers now idle. It would restore freight traffic to the railroads, and the roads in turn would spend almost all their additional revenues for materials, replacements, and betterments. Then the iron and steel and many machine industries would revive, their securities would be given restored value, employment would increase, and recovery would be achieved.

Half Way Back to Normal

Recovery has made sufficient progress during the past three years to carry the volume of industrial production half way back towards normal. This statement is based on the data of the index of industrial production compiled by the Federal Reserve Board. That index takes the average volume of production of the three years 1923, 1924 and 1925 as equal to 100. Probably that basis may be accepted as constituting a fair normal level for that period, since 1923 was a prosperous year, 1924 one of mild depression, and 1925 a moderately good year.

However, our population has been growing since then, and in order to produce as much per capita the corresponding volume of output would have to be increased by between twelve and thirteen per cent in 1935. If we assume no advance in the standard of living during the intervening years, we can compute what the normal output would be in 1935. and estimate what progress we have made toward reaching it. This is a most conservative basis of estimate, for in previous decades as far back as the records run our volume of industrial production has increased far more rapidly than has our population.

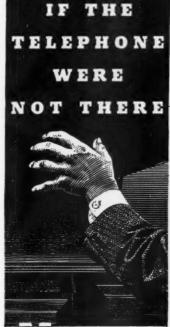
Texas Becomes Center of Fall and Winter Racing

With the opening of the fall racing meet at Fair Park on September 28, Texas becomes the center of thoroughbred racing and will hold the interest of race followers throughout the country during the fall and winter months. Texas now ranks fifth in total purse distributions among the states, and is this year attracting many of the best horses in active competition.

The meeting at Fair Park will inaugurate 181 days of racing in Texas. Following the close of the Dallas meeting, Arlington Downs, midway between Dallas and Fort Worth, will hold its fall meeting, after which the thoroughbreds will go to Houston, thence to San Antonio, which will this year feature a midwinter meet. Following the San Antonio meeting the sport returns to Houston, after which Arlington Downs and Fair Park will hold their spring meetings.

Fair Park now ranks sixteenth among the major tracks of the country in distribution of purses to winning owners. Judge Julius J. Reeder, one of the country's best known officials, is general manager of the track.

Plans for a race meeting at Fair Park during the Texas Centennial Exposition have not yet been completed, but it is expected that racing will be one of the major amusement attractions for the millions who will attend the exposition.



you reach for the telephone on your desk at the office or in its familiar spot at home. It is an old and trusted friend. You scarcely give a thought to what it means to a busy day.

Yet suppose the telephone were not there! Suppose—for a week—or a month—you could not call anybody by telephone and nobody could call you! The whole machinery of business and the home would be thrown out of gear.

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Development of New Industries Makes New Jobs for Workers

EAR that progressive improvements in machinery would permanently displace jobholders has persisted for about 200 years.

English weavers began to ask it when new-fangled looms were invented. They feared the new machines would take away the work they had done with their hands in their own shops. They rioted, smashed things.

How well founded is this fear? The amount of horsepower installed in factories may be fairly regarded as a measure of the increased use of machinery. Turning to the census report for 1869, the earliest year of record, as a base, the horsepower in use in 1930 has increased about eighteen times, from 2,346,000 to 42,931,000. From 1870 the total population increased about three and one-fifth times, 38,558,371 to 122,775,046.

But consider this: the number of persons more than ten years old, classified by the census as "gainfully employed" increased in the same period about four times, from 12,505,923 to 48,829,929. The up's and down's caused by depressions do not appear in these figures. They do indicate that the working population has increased more rapidly than the whole population despite the mounting application of machines to productive process.

The figures are really better than they look. Less child labor in the later than in the earlier years. More jobs for grown-ups

In 1870 there was no electrical industry, which even in this depression year gives employment to more than a million citizens.

In 1893 it would have been possible to say that there was no automobile industry, now making a good living for millions of Americans in its own and allied

In 1903 the idea of the airplane was hardly more than a dream. Today it provides regular transportation service and thousands of jobs.

In 1920 radio was still a laboratory problem. Now it is a commonplace in the home, and the bread and butter of thousands of skilled workers and entertainers.

All of these industries are highly mechanized. None of them could have attained their present size without the use of time-saving machinery. The lesson of our history is that some trades, some skills, lose out in the progress of civilization. In this forward march the Nation discards things it once needed. It accepts things which it finds more satisfying. No Nation grows or prospers by freezing the abilities and resources of its people at a fixed point.

Mankind gets ahead by developing its powers to serve mankind. New industries provide new jobs-many more than they throw out, the record shows.

Nobody can foretell the next great stride in America's industrial advance. There are some signs—air conditioning, television, prefabricated houses. Whatever the new field of activity, it will mean jobs, incomes, better living for men and women who are useful.—Nation's Rusiness

Non-dehiscent Lily Is New G-E Achievement

General Electric, which in its history has had countless patents filed by its engineers and scientists, is now invading a new field in the Government Patent Office. C. N. Moore of the G-E Research Laboratory has applied for a patent on a "non-dehiscent regal lily." Appropriately enough the flower in question is, at least temporarily, being called the Roentgen regal lily—it was Roentgen who discovered the X-Ray, and it was among X-Rayed bulbs of ordinary regal lilies that the new form was found.

The term "non-dehiscent" means that the anthers of the flower do not open and shed their pollen. Ordinarily the commercial growers of regal lilies must pluck the pollen-laden anthers of the flower promptly, for the anthers quickly swell and burst after the flower has opened, shedding a wealth of golden pollen that sticks tenaciously to the white petals, more or less ruining the flower for display or commercial purposes. The newly "invented" Roentgen lily behaves differently - the anthers swell as do those of the usual lilies, but the outer skin does not burst. Instead, the anthers slowly shrink in size as the flower ages, and the pollen is not liberated.

In the spring of 1931 Mr. Moore, investigating biological effects of X-Rays, treated bulbs of regal lilies with varying doses of the rays. Of 100 bulbs obtained from a commercial grower, twenty-five were kept as controls; twenty-five were subjected to thirty milliamperes and 200,000 volts at twenty inches for fifteen seconds; another twenty-five were given similar treatment for thirty seconds; and the final twenty-five were so treated for a minute. The bulbs were then planted in a Long Island garden.

The untreated bulbs grew into normal plants that year. Among the treated ones were a few monstrosities—deformed stems, twisted and misshaped flower petals, and similar defects—which offered no desirable possibilities; the other treated bulbs seemed to have produced normal flowering plants.

The results were different the next season, however, when plants and flowers grew from embryonic structures present in the bulbs the prevous year at the time of raying. Progeny of two of the bulbs that had received 30-minute doses of X-Rays produced flowers with non-shedding anthers.

Each succeeding year has seen the new strain continue true. Bulbs and bulblets from these two bulbs treated in 1931 have continued to be ar non-rehiscent flowers—the property is now considered as a fixed character, and the Roentgen lily is now established as a variety of the regal lily.

Wanted: A Hand Loom and Spinning Wheel

The following letter was received recently by the Industrial Department of the Dallas Chamber of Commerce, from a housewife in a small community in Texas:

"Find enclosed a clipping from yesterday's Journal that interests me tremendously. I have always wanted to know how to spin and weave, as my greatgreat-grandmothers did, but thought such things as spinning wheels were gone forever.

"I want to know where one can procure them, what the price is for wheel and loom, and if it is possible to obtain one on the installment plan. Also whether I can get any one here to teach me how to use it.

"We have never been on relief but have seen the time when we should have been, such as last winter when my husband was ill for four months, but we couldn't get any aid from the Government. Now I am glad of it, but it was awful last winter when I had to see my children cry for food and we were turned away from the relief station without a bit of aid.

"I want to learn to spin and weave so I can have my children's teeth straightened and see that they have warm clothes this winter. I have stored up enough food to do almost the whole winter and I am not through yet.

"I will appreciate any information you can give me as to how and where I can get a spinning wheel and loom. I prefer to buy mine, for I don't want anybody's aid now."

Efforts thus far have not located a wheel and loom. If any one knows where they may be secured, kindly write to the Industrial Department, Dallas Chamber of Commerce.

Detachable, interchangeable uppers feature a new sandal for feminine wear. The uppers are fastened to the sole with snappers, are available in various colors to match costumes.

+4+

A firm in Monterrey, Mexico, handling a line of wines and liquors, would like to get in touch with some one in Dallas interested in the importation of these beverages. Details may be secured by writing the Monterrey Chamber of Commerce, Monterrey, N. L., Mexico.



Tradesmen, supply merchants and exhibitors for the Centennial will find ample dry and cold storage at this well known warehouse in the heart of Industrial Dallas. Unlimited capacity and experienced management.

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JNO. J. JOHNSON 1912 N. St. Paul St. Phone 2-8067 Construction Must Make Up Deficit in Housing

RESIDENTIAL Construction in the United States during the next decade, according to an estimate of the Department of Commerce released from the Dallas district office, will call for \$1,800,000,000 (billion) of new building annually to provide for increased population.

This does not take into account the need of construction for repairs and replacement of obsolete buildings. On a basis of complete turnover in housing structures once in forty years, there would be added to the figure given above \$2,900,000,000 (billions) annually, making a total of \$4,700,000,000 (billions) of residential construction annually. During the last few years, residential construction has been averaging about \$300,000,000 or six per cent of the normal requirement. Even figuring the turnover in residential structures on so long a period as 140 years, the annual residential building would amount to \$2,600,-000.000 (billions) to meet requirements.

Population Increase Dwindles

The estimate for the coming decade is based on a population increase of fifteen per cent. This increase will progressively drop, approaching the vanishing point by the decade of 1989-90. However, as the need for new building for increased population falls there will be an increase in the need of building to meet depreciation.

The revival of the home mortgage market with lower interest rates is believed to be an essential to rapid increase in home-building to meet needs, Government experts think. The total of \$21,000,000,000 (billions) of home mortgage indebtedness that had been reached in 1930 is not thought by the experts to be too large under proper conditions. They lay down three conditions as necessary to steady promotion of stabilized real estate and construction as follows: First, general adoption of sound lending practices; secondly, the opening of an investment market which will permit the excess funds of one area to be transmitted to another, and thirdly, discount facilities by which mortgage credit may become readily converted into cash.

Tax on Gasoline Nearly Doubles Fuel's Price

Increases in gasoline taxes have been so rapid, and tax rates have soared to such levels, as virtually to constitute a probably unorganized but still expensively effective "soak-the-motorist" movement, it has been found by the American Petroleum Industries Committee.

A study of retail prices paid for gasoline about August 1 in the capital city of every state revealed that State and Federal levies on motor fuel now represent consumer sales taxes ranging from 25.3 per cent to sixty-four per cent. It was found also that in some capitals consumers pay State or local general

sales taxes in addition to State and Federal gasoline taxes.

The highest gasoline sales tax was paid in Montgomery, Ala. There the prevailing retail gasoline price is fifteen cents per gallon, but consumers paid sixty per cent more, or twenty-four cents per gallon, because of taxes totaling nine cents per gallon. In Tallahassee, Fla., the posted retail price of gasoline was 12.5 cents per gallon, but consumers were forced to pay 20.5 cents, or sixty-four per cent more, because of a State tax of seven cents plus the one-cent Federal tax.

Only in eight states-California, Connecticut, Delaware, Illinois, Michigan, North Dakota, Rhode Island and Utah. and in the District of Columbia-was increase in motor fuel costs because of taxes less than thirty per cent. In twelve states-Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Nebraska, New Mexico, North Carolina, South Carolina, Tennessee and Virginia -the cost per gallon was increased forty per cent or more by taxes. In eight states — Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico and Tennessee-the retail cost per gallon was increased fifty per cent or more. 1

Mexican General Started Chewing Gum Industry

The following interesting story of how the chewing gum industry in the United States originated is reproduced from "Modern Mexico":

"General Santa Ana, the Commander in Chief of the Mexican armies during the Mexican-American War, the man who ruled and deeply stirred his country for over a generation, arrived in New York City as an exile in the year 1868.

"The old veteran went to live in Staten Island and as he was unfamiliar with the English language he engaged secretary and interpreter James Adams, a young man who lived in the neighborhood. The General and his secretary became great friends, the younger man being deeply impressed with the brilliant personality and indominatable energy of the old warrior. Adams noted that the General had the strange habit of endlessly masticating a rather peculiar looking substance. Santa Ana informed him that the substance-called "chicle"—was used in Mexico from times immemorial by the natives and that its use, besides being harmless, gave a peculiar type of enjoyment difficult to describe.

"When Santa Ana returned to Mexico he sent to Adams a present of twenty pounds of "chicle" and the young man, after experimenting and blending and flavoring the native product, placed it on the market on a small scale. Later he organized the Adams Chewing Gum Company and thereby initiated the new industry that was later to create the Adams, Wrigley and other fabulous fortunes."

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County Plans to Build 330 Miles of Roads

Construction of 240 miles of hardsurfaced and ninety miles of dirt roads and opening of sixty miles of new trafficways are included in the Dallas County \$3.500.000 WPA program.

Of the hard-surfaced trafficways, 58.5 miles will be cardinal roads and the remainder farm-to-market highways as contemplated in the President's request. The farm roads are distributed equally among the four road and bridge districts.

A major section of the program will be the Corinth Street-Trinity Heights connection to State Highway 6, the Lancaster road, to be completed with the aid of \$100,000 in bonds voted for that purpose. A forty-foot concrete roadway will be laid.

Other cardinal projects include seventeen miles on the new location for the Denton road, four miles on Outer Boulevard, fifteen miles on the Cedar Hill road, six miles on the Garland-Sachse road northeast to the county line, ten miles on the Westmoreland by-pass, five miles on the Illinois by-pass and a mile and a half on Central Boulevard.

The several by-passes will complete the system which will permit the routing of through traffic around the City of Dallas in any direction, carrying out the program started by Buckner Boulevard, Northwest Highway and Outer Boulevard. The Westmoreland by-pass will connect the Cedar Hill road to the North Fort Worth road, the Illinois by-pass will connect the Westmoreland by-pass to the Miller's Ferry road and the Outer Boulevard extension will complete the circuit by providing a highway through the Trinity River Valley.

The Central Boulevard project will provide for future connection with the Boulevard in the city, and will extend from Mocking Bird Lane to the Richardson road.

Texas Ranks Second in **AAA Benefit Payments**

Texas farmers received \$46.074.292 in Agricultural Adjustment Administration payments during the twelve months ending June 20, 1935, or nearly nine per cent of the United States total. Iowa led the list of states with \$68,137,227, with Texas second.

This \$46,074,292 from the AAA represents approximately \$90 each for the 500,000 farms in Texas and may be credited with a share in the current steady business upturn in this State, since it added approximately ten per cent to the total revenue from crops and livestock during the last year. AAA programs will bring approximately the same amount to Texas farmers during the next twelve months, it is expected.

Cotton programs brought in the bulk of Texas' total during the period, amounting to \$35,976,600, compared with \$5,375,-217 from the wheat adjustment campaign and \$4,722,474 from the corn-hog pro-

gram.

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Who Does the Favor?

When you purchase an article from your druggist, does he do you a favor? Isn't the transaction of mutual benefit?

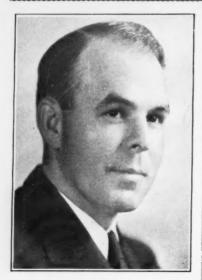
This same logic may be aptly applied to borrowing money from the bank. You are buying the use of credit which is merchandise and because the bank's major income should be derived from lending money this transaction, also, should be of mutual benefit.

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Women Investors Defend Capitalistic System

ECLARING that such legislation as the Wagner Labor Act, the Wheeler-Rayburn Bill to crush the utility industry, the soak the thrifty tax bill and the Guffey Bill to nationalize the coal industry are only links in a chain designed to fetter American initiative. Miss Catherine Curtis, national director of Women Investors in America. Inc., calls on women to use the power that is theirs to stop what she calls "this legislation to create class distinction." Her appeal is made in the September issue of Nation's Business magazine, official publication of the United States Chamber of Commerce.

Miss Curtis says that when women make the statement that capitalism should be destroyed, they do not realize that women are the greatest of all capitalists and have profited most from our form of American capitalism.

According to Miss Curtis women own three quarters of America's wealth and hold one quarter of its jobs. A recent survey made by her organization reveals that women are the beneficiaries of eighty per cent of the 65,000,000 life insurance policies, aggregating more than \$100,000,000,000; have sixty-five per cent of savings accounts, in the amount of \$14,242,800,000; hold forty-eight per cent of the stock of all railroad companies; forty-four per cent of public utility securities, and titles to forty per cent of all real estate.

In view of their stake in the Nation's wealth, Miss Curtis says women should consider carefully the statement that the "Old Order has failed," and that capitalism must give way to collectivism. She suggests that perhaps the so-called proposals to redistribute wealth are, but in reality, a distribution of poverty.

She bemoans the apparent fact that women are willing blindly to endorse doctrines without finding out whether they are being made the pawns or tools of individuals who seek to impose new ideas or dogmas, results of which will lead to these individuals' political endorsement.

Our present situation and trend of Government may be partially due to the invasion of millions of foreigners living under our flag, suggests Miss Curtis. They are zealous to impose their ideas and principles of Government upon our people and our Government. Human nature is much the same throughout the world and is it not human nature for Central European immigrants who have been brought up and educated in the atmosphere of state paternalism to seek to impose such systems, with their questionable benefits, upon a people and Government educated and reared in the freedom of democracy?

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Says Texas Must Process Its Many Raw Materials at Home

Today the American nation is dominantly an industrial country. Agricultural products, like other raw materials, are transformed into articles of consumption largely by manufacturing industries using power machinery; and the markets for these products of our commercial agriculture are largely the industrial regions.

Modern industry and world-wide industrialization is based primarily upon the utilization not of agricultural but of mineral resources. The primary minerals are the fuel and power resources, the machine metals and the minerals basic to the chemical industry. Mineral resources because of their essential nature play a preponderant part in the modern economic life of peoples and of nations. On account of their geological nature minerals are very irregularly distributed on the face of the earth: moreover, minerals are exhaustible resources. and thereby demand special consideration. Taking consideration of reserves of all mineral resources and of the significance of technical advancement, the world has a sufficient supply of mineral resources for generations to come.

Texas, in spite of the vastness and fundamental importance of its mineral resources, has not become mineral-conscious. In the same sense it may be said that Texas is not resource-conscious. In a number of natural resources, including oil and natural gas, sulphur and salt, in limestone and in certain clays, in soils and grazing lands, Texas is one of the richest, in some cases by far the richest, of any state in the nation. Moreover, dominant economic centers in the modern world are determined by the possession of a wide combination of resources and advantages rather than by a single resource.

Texas has been and still is mainly a raw material producing state; its large surpluses of raw materials are mainly sent elsewhere to be manufactured into articles for consumption. While some manufacturing of agricultural products occurs in Texas, it is in the mineral industries that most advance and growth have taken place.

Texas in the future will look to the processing of more of its raw materials at home. The material welfare of its people will come to depend more and more upon industrial development within the state. Located as the state is with reference to the Gulf of Mexico, the future of the economic destiny of Texas or of any of its sections is very largely determined by its accessibility to water transportation and thereby to the great markets of the eastern seaboard and to the rest of the world.

In the future as in the recent past, abundant fuel and energy resources will be the commanding elements of the dominant phases of economic life whether in Texas or Pennsylvania, in England or in Germany. Today, nations with coal and oil command. In the future the oil and natural gas resources will dominate the basic features of Texas economic life. Upon wise policies for the effective utilization of these resources, perhaps more than upon any other factor, the economic destiny of Texas depends. Because of the vast reserves of oil and natural gas, of chemical raw materials and of the rich agricultural and range resources. Texas needs to become resource-conscious. This need will be strengthened as the opportunities for future development of Texas resources. and especially of the manufacture of raw materials within Texas, come to be more and more associated with and dependent upon water transportation which gives access to the world's markets.-Elmer H. Johnson, in The Texas Business Review.

Science Starts Drive to Displace Garbage Can

Largely through the work of scientists and engineers, the time-honored ash can is being elim in ated from American homes, and now the same combination has started a drive against the garbage can. An electrical device to be installed beneath the kitchen sink for the purpose of grinding the waste food and quickly disposing of it through the drain pipe into the sewer system has been developed by engineers of the General Electric Company.

Driven by a one-fourth-horsepower electric motor, which takes current from the ordinary J10-volt house circuit, the grinder by means of centrifugal action will shred all types of waste food, including bones and other hard substances except bottles and cans. Reduced to a fine pulp, this is flushed by water into the sewer and carried away as part of the sewage stream.

Broomcorn growers in the Lower Rio Grande Valley are holding this year's crop for a minimum price of \$200 per ton. The average consumption of broomcorn in the United States is about 50,000 tons: last year's production was only 35,000 tons, resulting in the consumption of all stored supplies. On this condition the growers base their expectation for a higher price this year.

TO OUR Southwest FRIENDS

St. Paul's Hospital appreciates the privilege of serving you. As a Dallas institution we number among our many friends thousands upon thousands of patients and their families who come here not only from Texas but from all the surrounding states as well. And among them we know of many who come to Dallas for treatment because of the national reputation accorded our medical men of this city; efficient in every specialty of medicine.

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1934 Imports and Exports

Unmanufactured cotton was the chief U. S. export in 1934 and coffee was the principal import, according to figures compiled by the Foreign Commerce Department of the Chamber of Commerce of the U. S. A.

Principal exports were:

	ank COMMODITY	VALUE	Per Cent of Total Imports
1			17.7
2	, Party Color		9.1
3			5.9
4			3.2
5			2.8
6			2.7
7	Gasoline, Naphtha, etc.		2.4
8	Crude Petroleum	49,751,000	2.4
9	Refined Copper		1.9
10	Boards, Planks and Scantlings.		1.7
11	Iron and Steel Plates, Sheets, etc	. 33,464,000	1.6
12	Gas and Fuel Oil	28,198,000	1.3
13	Lard	26,096,000	1.2
14	Cotton Cloth	24,656,000	1.2
15	Agricultural Machinery, etc	. 21,553,000	1.0
16	Illuminating Oil		1.0
17	Furs		1.0
18	Metal-Working Machinery		.9
19	Iron and Steel Scrap		.9
20	Aircraft		.8
21	Canned Fruit		.8
22	Wheat Flour		.8
23	Leather		.8
24	Photographic and Projection Goods	15,524,000	.7
24 25	Photographic and Projection Goods		.7 .7
	Paints, Pigments and Varnishes	14,214,000	
25	Paints, Pigments and Varnishes Principal imports in 1934 were:	\$133,154,000	.7
25	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee	\$133,154,000 \$16,519,000	.7 8.1
25 1 2	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber	\$133,154,000 \$133,154,000 116,519,000 101,532,000	.7 8.1 7.1
25 1 2 3	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper.	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000	8.1 7.1 6.2
25 1 2 3 4	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper Raw Silk	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000	8.1 7.1 6.2 4.7
25 1 2 3 4 5	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper Raw Silk Tin Bars, Blocks, Pigs, etc.	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000	8.1 7.1 6.2 4.7 4.4
25 1 2 3 4 5 6 7	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000	8.1 7.1 6.2 4.7 4.4 2.7 2.6
25 1 2 3 4 5 6 7 8	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 39,132,000	8.1 7.1 6.2 4.7 4.4 2.7
25 1 2 3 4 5 6 7 8 9	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 39,132,000 35,810,000	8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2
1 2 3 4 5 6 7 8 9	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins.	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 39,132,000 35,810,000 35,259,000	8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2
1 2 3 4 5 6 7 8 9 10 11	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins. Burlaps	\$133,154,000 \$133,154,000 116,519,000 101,532,000 71,764,000 44,801,000 41,948,000 39,132,000 35,810,000 35,259,000 27,518,000	8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2
1 2 3 4 5 6 7 8 9 10 11 12	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins. Burlaps Copper Ore, Concentrates, etc.	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 39,132,000 35,810,000 35,259,000 27,518,000 26,032,000	8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2 1.7
1 2 3 4 5 6 7 8 9 10 11 12 13	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins Burlaps Copper Ore, Concentrates, etc. Crude Petroleum	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 39,132,000 35,810,000 27,518,000 26,032,000 25,903,000	$\begin{array}{c} .7 \\ 8.1 \\ 7.1 \\ 6.2 \\ 4.7 \\ 4.4 \\ 2.7 \\ 2.6 \\ 2.4 \\ 2.2 \\ 2.2 \\ 1.7 \\ 1.6 \\ 1.6 \end{array}$
25 1 2 3 4 5 6 7 8 9 10 11 12 13 14	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins Burlaps Copper Ore, Concentrates, etc. Crude Petroleum Unmanufactured Tobacco	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 41,948,000 39,132,000 35,810,000 25,903,000 26,032,000 24,932,000 24,932,000	.7 8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2 1.7 1.6 1.6
25 1 2 3 4 5 6 6 7 8 9 10 11 12 13 14 15	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins Burlaps Copper Ore, Concentrates, etc. Crude Petroleum Unmanufactured Tobacco Bananas	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 35,810,000 35,810,000 25,903,000 24,932,000 24,932,000 24,932,000 24,104,000	.7 8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.2 2.2 1.7 1.6 1.5 1.5
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25 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins Burlaps Copper Ore, Concentrates, etc. Crude Petroleum Unmanufactured Tobacco Bananas Fish Fertilizers, Exc. Nitrate of Soda Cocoa, or Cacao, Beans.	\$133,154,000 \$133,154,000 116,519,900 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 39,132,000 25,518,000 26,032,000 25,903,000 24,932,000 24,104,000 23,127,000 20,358,000 19,364,000	8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2 1.7 1.6 1.5 1.5
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25 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins Burlaps Copper Ore, Concentrates, etc. Crude Petroleum Unmanufactured Tobacco Bananas Fish Fertilizers, Exc. Nitrate of Soda Cocoa, or Cacao, Beans. Industrial Chemicals Unmanufactured Wool	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 41,948,000 39,132,000 27,518,000 26,032,000 24,932,000 24,932,000 24,104,000 23,127,000 20,358,000 19,364,000 17,470,000 16,784,000	.7 8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2 2.2 1.7 1.6 1.5 1.5 1.4 1.2
25 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins. Burlaps Copper Ore, Concentrates, etc. Crude Petroleum Unmanufactured Tobacco Bananas Fish Fertilizers, Exc. Nitrate of Soda Cocoa, or Cacao, Beans. Industrial Chemicals Unmanufactured Wool Tea	\$133,154,000 \$133,154,000 116,519,000 101,532,000 76,272,000 71,764,000 44,801,000 39,132,000 35,259,000 26,032,000 24,302,000 24,302,000 24,104,000 23,127,000 20,358,000 19,364,000 16,784,000 16,264,000	.7 8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2 2.2 1.7 1.6 1.5 1.5 1.4 1.2 1.1
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1 2 3 4 5 6 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	Paints, Pigments and Varnishes. Principal imports in 1934 were: Coffee Cane Sugar Crude Rubber Standard Newsprint Paper. Raw Silk Tin Bars, Blocks, Pigs, etc. Wood Pulp Furs Distilled Liquors Raw Hides and Skins. Burlaps Copper Ore, Concentrates, etc. Crude Petroleum Unmanufactured Tobacco Bananas Fish Fertilizers, Exc. Nitrate of Soda Cocoa, or Cacao, Beans Industrial Chemicals Unmanufactured Wool Tea Works of Art.	\$133,154,000 \$133,154,000 116,519,900 101,532,000 76,272,000 71,764,000 44,801,000 39,132,000 35,810,000 27,518,000 26,032,000 25,903,000 24,104,000 23,127,000 20,358,000 19,364,000 17,470,000 16,784,000 16,185,000 15,450,000	.7 8.1 7.1 6.2 4.7 4.4 2.7 2.6 2.4 2.2 2.2 1.7 1.6 1.5 1.5 1.5 1.1 1.0 1.0

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Central Provision Company, 1114 Wood St.; H. J. O'Connell. Poultry, eggs and butter.

Weatherford Printing Company, 309 Wholesale Merchants Bldg.; A. A. Weatherford, Printing and stationery.

Fred Mallinson & Co., 620 Republic Bank Bldg.; Fred Mallinson. Fire, marine and casualty insurance.

J. B. Killam, 3140 Ross Ave. Whole-sale florist.

Biltmore Auto Hotel Co., 1616 Pacific Ave.; William A. Sailer. Automobile storage, washing, greasing.

Pergande Institute, Atheltic Club Building; M. Jack Muses. Extension courses and training for civil service and Government positions.

Whittle Music Company, 1213 Elm St.; William Howard Beasley. Retail music

Southern Health Association, 1506 Dallas Bank & Trust Bldg.; Jack F. Snowden, Accident, health, hospitalization and life insurance.

Travelers to Organize

An organization meeting of Southwestern traveling salesmen who travel Texas, Louisiana, Arkansas, Oklahoma and New Mexico, will be held at the Adolphus Hotel, Sunday, September 29 at 2:30 p. m.

A preliminary organization meeting was held in Dallas on September 1, at which time committees were appointed to perfect a constitution and by-laws. Temporary officers selected at that meeting were Sidney Lux, president; Julian Noa, treasurer, and Lew Foster, secretary. Permanent officials will be elected at the next meeting.

The objectives of the new association, to be known as Southwestern Travelers Association, are to promote the social and business welfare of its members. Co-operative buying and an employment bureau are planned. A legal department will be maintained to secure for the members proper accounting of commissions and upholding of contracts.

All traveling salesmen making one or more of the five States are invited to attend.

Farmers in Parker County received nearly \$200,000 from peaches alone this year, according to reports from Weatherford.



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A segmental ring packing that does not have to be filed during it's operative life. An improved form of force feed lubrication floats the rings and makes an oil seal, and minimizes the tendency to wear the top of the rod. Made for clean as well as corrosive conditions.

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New Chemical Empire Is Founded on Petroleum

Long glimpses into that new chemical empire which apparently is being builded about petroleum hydrocarbons are given in "The Chemistry of Petroleum Derivitives," a 1,285-page book by Carleton Ellis published by the Chemical Catalog Co., 330 West 42nd St., New York.

Mr. Ellis states in his preface that the difficulty of finding suitable reagents helpful in isolating petroleum hydrocarbons has delayed development in a field which gives indications of being as extensive, from the standpoint of organic chemistry and of the production of varied commercial products, as that of coal tar. The same difficulty, he says, has somewhat handicapped pure chemical research in petroleum commensurate with supplies now found to be so vast, and so widespread throughout the world, that yesterday's apprehension of early exhaustion have been dissipated.

To one accustomed to viewing petroleum as the source chiefly of motor fuels and lubricants, the book discloses a whole new world of industrial effort leading to the production of many new and useful commodities, including insecticides, extraction agents, soaps, raw materials and reagents, solvents, non-fading dyes, adhesives, odorizers, preservatives and medicines. The list of possible uses of petroleum hydrocarbons, either alone, in compound, or as processing agents might be extended indefinitely, the author declares.

State Industrial Survey

An application has been forwarded to Washington for a sum of \$1,540,000 with which to make an industrial survey of Texas, as one of the activities of the State Planning Board. The survey would require the services of 1,200 persons over a period of one year. The purpose of the survey is to develop accurate information on existing industries, the expansion of present industrial establishments, the rehabilitation of lagging industries and the uncovering of new industrial opportunities.

Jake Hamon Moves to Dallas

Jake Hamon, prominent independent oil operator of Ardmore, Okla., is now residing in Dallas, having acquired a home on Turtle Creek Boulevard, in Highland Park. For the time being he will maintain offices in Ardmore, but probably will establish an office in Dallas and move his entire organization here later.

William S. Cooke, 2204 Fifteenth St., Lubbock, Texas, wants to secure several lines of Dallas manufactured products to sell to grocers, garages, filling stations, automobile agencies and general stores in the Texas Panhandle and Southern New Mexico.



(Thirteenth Annual Campaign Dallas Community Chest November 12, 1935)

THE NEEDY OF DALLAS ASK YOU TO BE A GOOD NEIGHBOR

For this mother, her son and baby, and for thousands of other little groups all over Dallas, the Community Chest is asking that you be a good neighbor for 1936.

By being a good neighbor the Chest means making possible individualized, personal human service through its agencies, to thousands in Dallas whose needs will not be met by large scale national relief during the coming year.

The government is spending millions and is covering a vast field in its relief program, but at best its coverage is only surface deep. It cannot and will not take over individual cases of the "unemployable." That is where Chest agency work comes in and where your work as a good neighbor is needed.

A dependent baby, a sick child, homeless youngsters—these are not provided for in old age pensions, social security bills, or unemployment relief. Nor are families whose problems have reached a state of complexity where only the most intimate and understanding treatment of the situation is the solution.

Where Federal mass distribution of relief, identical for all, leaves off, the Dallas Community Chest must begin its extensive human service program, a program which can go forward only with your backing as a sympathetic, understanding and willing neighbor!

Dallas Advertising League

This Advertisement Paid for by a Friend of the Community Chest

The Oil Center of the Southwest

DALLAS

Texas Centennial Exposition City



TEXAS GOES ON PARADE IN 1936

- Little did the brave men of 1836, who died for Texas independence, dream as they fell, bullet-riddled, that the day would come when wealth greater than Midas knew would pour from the ground on which they fought.
- But the greatness they achieved in dying gave birth to the greatness which today is Texas. And the oil which gushes up from the depths beneath its soil is to the state's commerce what the lives of these fighting pioneers were to its future a century ago.
- In 1936, Texas celebrates her Centennial of Independence and in the Texas Centennial Exposition, she will parade the fruits of the pioneers' efforts.
- The Petroleum and Gas Show of the Exposition will present the epic of "Black Gold", one of the dominant chapters in the story of Texas development.

TEXAS CENTENNIAL EXPOSITION

(Courtesy of the Dallas Chamber of Commerce)

